



## Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

### Master's Degree Examination –June 2021

#### IV Semester

**Class : II MBA**

**Time: 3 Hours**

**Major : Tourism and Travel Management**

**Max. Marks: 100**

#### 17MTAC20B Sustainable Tourism

##### PART A

**10 x 1 = 10**

##### Choose the Correct Answer

- Ecotourism Planning and Management explains the process for ecotourism development and management planning from -----to Full Site Diagnostic, participatory ecotourism management planning and implementation of a plan. CO1 K2
  - Size Conservation Planning and Preliminary Site Evaluation
  - Site Conservation Planning and Secondary Site Evaluation
  - Site Conservation Planning and Preliminary Site Evaluation
  - Site Conservation and Preliminary Site Evaluation
- Cultural tourism be managed on terms defined by host communities and that indicators of the cultural impact of tourism be monitored to ensure visitation does ----- the cultural resource. CO2 K1
  - not eliminate
  - not exclude
  - not include
  - not erode
- Sustainable development is defined in the ----- CO3 K1
  - Brundtland Report
  - Poverty Alleviation
  - Bali Declaration
  - UN-WTO
- What does WCED stand for? CO3 K2
  - Wake County Economic Development
  - Workshop on Complexity Effective Design
  - Western Cape Education Department (Zambia)
  - World Commission on Environment and Development
- Which one of the following is not a land use pattern? CO4 K1
  - EIA
  - EMS
  - EIA
  - EAS
- and other graphics including charts and tables are an important part of the EMP since visual representations are more readily understood by most readers. CO4 K2
  - Roads, trails, guard stations, hotels.
  - Location
  - Zoning system
  - Maps
- How many main components are there in integrated waste management? CO5 K1
  - Two
  - Three
  - Seven
  - Eleven
- Assertion (A): Policy and planning are complementary to each other in laying a solid foundation of tourism development in any country. CO4 K3  
Reason (R): Tourism planning is formulated for pro-poor tourism and pro-people tourism.
  - Both (A) and (R) are true and (R) is the correct explanation of (A).
  - Both (A) and (R) are true, but (R) is not the correct explanation of (A).
  - (A) is true, but (R) is false.
  - (A) is false, but (R) is true.
- There are four types of International Tourism organisations. Identify the correct order in which they were established CO6 K3
  - ICAO, PATA, IATA, UFTAA
  - ICAO, IATA, PATA, UFTAA
  - IATA, ICAO, PATA, UFTAA
  - UFTAA, ICAO, PATA, IATA
- The name "IUCN" which is also a part of Sustainable Tourism, was established in the year CO6 K1
  - 1948
  - 1949
  - 1950
  - 1951

**Part B**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

**5 x 6 = 30**

- |   |      |        |
|---|------|--------|
| 11.a. Define Multiplier Effect.                                     | (or) | CO1 K1 |
| 11.b. Explain the Environmental Impact.                             |      | CO3 K3 |
| 12.a. Examine the Major Dimensions of Sustainability.               | (or) | CO4 K3 |
| 12.b. Describe Cape Town Declaration 2002.                          |      | CO3 K2 |
| 13.a. Enumerate the Land Use Pattern (EIA, EIS, EMS).               | (or) | CO4 K4 |
| 13.b. Describe Carrying capacity.                                   |      | CO4 K3 |
| 14.a. Indicate the essentials of Standardization and Certification. | (or) | CO6 K4 |
| 14.b. Explain the term Waste Management.                            |      | CO5 K3 |
| 15.a. Cite on Quality for Sustainable Tourism: ISO 14000.           | (or) | CO6 K2 |
| 15.b. Outline on Doxey's Index of Irritation.                       |      | CO5 K2 |

**Part C**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or four pages**

**5 x 12 = 60**

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|--|------|--------|
| 16.a. Discuss the essentials of measuring and managing the impacts of tourism on built and natural environments. | (or) | CO1 K4 |
| 16.b. Explain the Effects of Tourism on Cultural, Religious and Historic Sites with suitable examples.           |      | CO2 K4 |
| 17.a. Summarize the Principles of Sustainable Development and Discuss its Evolution.                             | (or) | CO4 K3 |
| 17.b. Explain the various reasons for Unsustainable Development.   |      | CO3 K3 |
| 18.a. Elucidate the Evaluation of impact of tourism site.  | (or) | CO4 K5 |
| 18.b. Justify the Analysis of Local Resources.   |      | CO4 K4 |
| 19.a. Elucidate in detail on the Sustainable Tourism and Poverty Alleviation.                                    | (or) | CO5 K3 |
| 19.b. Enumerate on Responsible Tourism, Collaboration and Partnership.   |      | CO5 K2 |
| 20.a. Outline the Code of Conduct for Accommodation and Transport Operators.                                     | (or) | CO5 K4 |
| 20.b. Discuss the duties and powers of WTTC, UN-WTO, PATA, UNEP and IUCN.  |      | CO6 K4 |

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