



Mavin

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

Bachelor's Degree Examination – March 2021
I Semester

Class : I UG
Major : Tourism

Time : 3 Hours
Max. Marks: 100

18BTOC02 Tourism Principles and Practices

Part A
Choose the Correct Answer

10 x 1 = 10

1. Who started SPA as part of Tourism?
a. Egyptians b. Greek c. Americans d. Romans
2. Which of the following is a common feature of most destinations?
a. They are cultural appraisals
b. Used by other groups other than tourists
c. Tourism is produced where it is consumed
d. All of the Above
3. The following is a type of tourist attraction
a. Purpose built b. Carrying Capacity
c. Infrastructure d. Accommodation
4. The first stage of the tourist area lifecycle is
a. Exploration b. Involvement
c. Development d. Consolidation
5. IATA stands for
a. International Air Transport Association
b. Indian Air Transport Association
c. Indonesian Air Transport Association
d. None of the Above
6. The chief objective of the TAAI is to
a. Protect the interests of sea cruise operators alone
b. Protect the interests of surface transporters and cruise operators
c. Protect the foreign tourists from all possible treats.
d. Safeguard and protect the interests of its members by maintaining a constant dialogue with the concerned government agencies.
7. Who is known as the father of Travel Agency business?
a. Thomas Cook b. Lee and Muirhead
c. Jeena & Co. d. Cox and Kings
8. A wholesaler who sells package tour is called
a. Travel operator b. Travel Agent
c. Travel Agency d. None of the above
9. Itinerary is also known as
a. Tour plan b. Travel facilities c. Tour product d. Tour services
10. The main purpose of travel and tourism can be
a. Business b. Pleasure c. Pilgrimage d. All the above

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11.a. Define Tourism.

(or)

11.b. What is cost benefit analysis in tourism?

12.a. When did tourism begin?

(or)

12.b. Why is history important in tourism?

13.a. Write short notes on UNWTO.

(or)

13.b. Define FHRAI.

14.a. What are the main distribution channels in travel and tourism marketing?

(or)

14.b. What does a travel agent do for us?

15.a. Write the important steps of tourism planning process.

(or)

15.b. What are the potential obstacles to tourism development?

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16.a. Briefly explain the economics importance of tourism.

(or)

16.b. Explain the various types of tourists.

17.a. How should tourism with environmental protection be developed?

(or)

17.b. What is the major difference between a FIT and GIT package tour?

18.a. Describe the Roles and Functions of PATA.

(or)

18.b. "IATO helps in the development and promotion of travel and tourism in India"-
Discuss.

19.a. "Channel design for effective tourism Distribution strategies" Give your
comments.

(or)

19.b. How do you use an Airline Consolidator?

20.a. Explain the various types of tourism planning.

(or)

20.b. What is carrying capacity? Elaborate its impact on tourism destination
development.
