

**Avinashilingam Institute of Home Science and Higher Education for Women,
Coimbatore – 641 043**

**Master's Degree Examination – November 2017
Semester - III**

**Class : II PG
Major : M.B.A – Tourism and Travel Management**

**Time: Three Hours
Maximum: 60 Marks**

15MTAC17 - Tourism Management

PART – A

(10X1/2 = 5)

Answer ALL Questions

Choose the Correct Answer

01. The first annual paid holiday starts in
a. Asia
b. Europe
c. North America
d. Australia
02. A manual published by IATA every year is
a. Travel Information Manual (TIM)
b. World Air Transport Manual
c. Air Travel Intelligence Manual
d. Tourism Satellite Account (TSA)
03. The expansion of PATA is
a. Pakistan and Asia Travel Association
b. Pacific Association of Travel Agency
c. Pacific Asia Travel Association
d. Pacific Asia Tourism Association
04. What is the 3- letter code for Berlin?
a. BRU
b. BEG
c. BCR
d. None of these
05. The headquarters of UNWTO is located at
a. Berlin, Germany
b. New York, USA
c. Paris, France
d. Madrid, Spain
06. A push strategy is directed towards the
a. Wholesaler
b. Customer
c. Producer
d. None of these
07. Leiper's Tourism System is made up of how many components
a. Three
b. One
c. Five
d. Four
08. Which one of the following is a travel motivator?
a. Curiosity and Culture
b. Bomb blasts in Bali
c. Imposition of heavy formalities on VISA
d. Low rate of exchange
09. The expansion of VISA is
a. Visitor Intended Stay Abroad
b. Visitor Interested to Stay Abroad
c. Visitor International Stay Admission
d. None of the above
10. The most useful discriminator of income to participate in tourism is
a. Discretionary income
b. Gross Income
c. Disposable Income
d. Tax Income

PART – B

(5X4 = 20 Marks)

Answer all the questions

Answer should not exceed 200 words or one page

11. (a) Write a note on Egyptian civilization.
(or)
(b) Write short note on Silk route and Grand tour.
12. (a) Give a detailed account on pull and push factors of Tourism.
(or)
(b) Highlight the supply related problem in the tourism and travel industry with example.
13. (a) Explain - Special Interest and Alternative Tourism.
(or)
(b) Highlight the concept of Niche tour operators.
14. (a). Write the primary and major constituents of tourism industry.
(or)
(b). Discuss the role of WTO in promoting and developing tourism Industry across the world.
15. (a). Write in detail about the environmental protection and conservation.
(or)
(b). Write briefly on the following : (i) Passport (ii) VISA

PART – C

(5X7) = 35 Marks)

Answer ALL Questions

Each answer should not exceed 600 words or three pages

16. (a). Write in detail about the evolution and historical development of Tourism.
(or)
(b). Explain the transition of modern tourism in India with statistical inference.
17. (a). Write the positive and negative impacts of Tourism industry with example.
(or)
(b). “Infrastructure and Environmental Quality are the prime elements of Tourism destination” – Discuss in detail.
18. (a). Discuss in detail about the changing trend in contemporary tourism industry.
(or)
(b). “Tourism system” – Discuss in detail and write the major components connected to tourism system.
19. (a). Explain the role of tourism industry in modern and developing economics.
(or)
(b). Brief Tourism, Travel, Economic and Environmental regulations.
20. (a). Write in detail about the role of IATA in developing and promoting tourism.
(or)
(b). Write a short note on PATA and highlight its role and functions.
