

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024
(Fifth Semester)

Branch – CATERING SCIENCE AND HOTEL MANAGEMENT
TOURISM AND EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. What is a positive impact of tourism on a destination?
a) increased pollution b) cultural preservation
c) overcrowding of tourist sites d) decline in local cuisine
2. Which of the following is a constituent of the tourism industry?
a) automobile manufacturing b) information technology services
c) travel agencies and tour operators d) pharmaceutical companies
3. Which type of tour operator specializes in creating all-inclusive travel packages that cover transportation, accommodation, and guided tours?
a) inbound tour operator b) outbound tour operator
c) wholesale tour operator d) ground operator
4. What is the initial step in the event planning process, where the purpose and theme of the event are determined?
a) event execution b) event promotion
c) developing the event concept d) finalizing the guest list
5. What is the main purpose of setting aims and objectives for an event during the planning phase?
a) to secure sponsors for the event
b) to assess the success of the event after it's over
c) to ensure the event stays within budget
d) to choose the event date and location

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. IDENTIFY a destination known for cultural tourism consider the "five a's of tourism." choose a tourist destination.
(OR)
b. Discuss a specific example of a negative impact of tourism on a natural environment. Apply your knowledge of tourism elements to propose sustainable solutions to mitigate this impact.
7. a. Create your knowledge of the constituents of the tourism industry to create a strategic plan that includes key stakeholders and their roles.
(OR)
b. Discuss the classification of tourism products, with a focus on tangible and intangible products.

8. a. IN calculate your knowledge of the functions of travel agencies to explain how you would address the unique needs and preferences of this demographic.
(OR)
- b. Select a specific type of tour operator, such as an inbound tour operator, and describe the key services they provide.
- 9.a. Analyze your knowledge of the structure and operation of the event industry to outline the key stakeholders and their roles in making the event successful.
(OR)
- b. Explain the importance of a code of ethics in event management. Provide examples of ethical dilemmas that event professionals might encounter and discuss how adhering to a code of ethics can guide decision-making.
- 10.a. Give your knowledge of event concept feasibility to assess the practicality and potential challenges of hosting such an event in that location.
(OR)
- b. Discuss how these technologies have influenced the planning and execution of events.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Reflect on the concept of "alternative forms of tourism." Critically evaluate the benefits and challenges of promoting alternative forms of tourism, such as ecotourism or rural tourism, as a sustainable development strategy for a specific destination.
OR
- b Compare and contrast the preferences and behaviors of leisure tourists and business tourists, highlighting their implications for destination management.
- 12 a Assess how changing consumer preferences and emerging trends impact the evolution of tourism products in these areas.
OR
- b. Explain the role of technology in shaping the tourism industry, particularly in the context of influencing tourism products.
- 13 a Illustrate the role of travel agencies in promoting responsible and sustainable tourism practices.
OR
- b Compare and contrast the functions and responsibilities of different international tourism organizations, such as UNWTO and WTTC.
- 14 a. Evaluate the impact of event concepts and designs on attendee experiences.
OR
- b Examine the logistics involved in organizing a large-scale sporting event, such as the Olympic Games.
- 15 a Enumerate the major risks associated with event management, including security concerns, weather-related issues, and logistical challenges.
OR
- b. Compare and contrast the goals and expected outcomes of these two types of events, and analyze the planning considerations for achieving these objectives.