

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2023  
(Second Semester)

Branch – HOSPITALITY MANAGEMENT

TRAVEL & TOURISM OPERATIONS

Time: Three Hours

Maximum: 50 Marks

**SECTION-A (5 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 How many time zones are there in the world?  
(i) 24 (ii) 30  
(iii) 340 (iv) 12
- 2 What factors characterize the product in tourism?  
(i) Push (ii) Guide  
(iii) Pull (iv) Catering
- 3 As a tour operator which is the important selling process.  
(i) Internet (ii) Bank & Currency Exchange  
(iii) Absence of Ownership (iv) Building Rapport
- 4 Identify the need for Tourism Development.  
(i) Cultural Tourism (ii) Economic Benefits  
(iii) Flower Festival (iv) Climate
- 5 Which of the following is not a type of emerging tourism?  
(i) Space Tourism (ii) SMERFs  
(iii) Cruise Tourism (iv) Spiritual Tourism

**SECTION - B (15 Marks)**

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Write a short note on IATA.  
OR  
b List out the basic information required for planning a tour itinerary.
- 7 a Highlight the characteristics of tourism products.  
OR  
b Classify the tourism product based on attractions.
- 8 a Elaborate the importance of customer satisfaction.  
OR  
b Discuss on any three impacts on tourism.
- 9 a Point out the barriers for travelers.  
OR  
b Discuss the steps involved in the planning procedure for a tour?

Cont...

- 10 a Elaborate on SMERF's.  
OR  
b Summarize on the "Go Green" initiative by government for tourism.

**SECTION -C (30 Marks)**

Answer **ALL** questions

**ALL** questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 a Plan a full structured itinerary for Dubai (5nights).  
OR  
b Elaborate the information required from the client to plan a tour?
- 12 a List out the characteristics of tourism products?  
OR  
b Expound the various levels of plans prepared for an itinerary?
- 13 a Determine the relationship between tourism and environment.  
OR  
b Discuss on Ecotourism and its importance for the environment.
- 14 a "Demand to a destination measuring demand" - Discuss.  
OR  
b Elaborate on community tourism and its benefits.
- 15 a Interpret the trends in the aviation industry and catering industry.  
OR  
b Discuss on the latest trends in travel industry.

Z-Z-Z

END