

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVOC DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch - HOSPITALITY MANAGEMENT

TRAVEL AND TOURISM OPERATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is the IATA Area 1 primarily composed of? a) Europe, Africa, and the Middle East b) North and South America c) Asia and Australia d) Central and South Asia	K1	CO1
	2	Which of the following is not required when planning a tour itinerary? a) Climate and weather patterns b) Mode of transportation c) Availability of medical facilities d) Travel restrictions and visa	K2	CO1
2	3	Which of the following is not an element of a tourism product? a) Accessibility b) Accommodation c) Visitor attractions d) Currency	K1	CO2
	4	The feasibility analysis in attraction planning is used to: a) Determine the environmental impact of the attraction b) Assess the viability of a project in terms of costs, revenue, and demand c) Develop promotional strategies for the attraction d) Create partnerships with local businesses	K2	CO2
3	5	Which of the following is a key factor in ensuring customer satisfaction in the tourism industry? a) Quick sales transactions b) High product knowledge and customer service c) Reducing tourism marketing costs d) Offering the lowest price in the market	K1	CO3
	6	Responsible tourism primarily focuses on: a) Maximizing profits for tour operators b) Reducing the environmental and social impacts of tourism c) Providing all-inclusive luxury packages d) Increasing government regulations on tourism	K2	CO3
4	7	Which of the following is a common barrier to travel for potential tourists? a) Lack of promotional material b) Availability of destination infrastructure c) Visa restrictions and high travel costs d) Overpopulation of the destination	K1	CO4

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	8	Community tourism primarily involves: a) Large-scale international resorts b) Small-scale tourism projects focused on local involvement c) High-tech infrastructure development d) All-inclusive packaged vacations	K2	CO4
5	9	SMERFS refers to: a) A segment of luxury travelers b) Social, Military, Educational, Religious, and Fraternal groups c) A tourism program for senior citizens d) A sustainable tourism initiative	K1	CO5
	10	Tourists with special needs in future tourism trends primarily require: a) Luxury accommodations only b) Enhanced accessibility and inclusive services c) Personalized adventure tours d) Less travel infrastructure	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the concept of World Time Zones and their significance in airline geography. Discuss how differences in time zones affect flight scheduling and passenger travel experience.	K2	CO1
		(OR)		
	11.b.	Illustrate the IATA Areas of the World and their role in the global aviation industry. How do these areas help in regulating and organizing international air transport?		
2	12.a.	Analyze the importance of cost-benefit analysis in tourism attraction development. How does it aid in decision-making, and what are the key factors considered in such an analysis?	K2	CO2
		(OR)		
	12.b.	Discuss the principles of attraction development. How do these principles help in creating successful and sustainable tourist attractions?		
3	13.a.	Explain the importance of product knowledge in the sales process of the tourism industry. How does it contribute to customer satisfaction and effective service delivery?	K3	CO3
		(OR)		
	13.b.	Describe the economic impact of tourism on a destination. How does tourism contribute to the economic development of a region, and what are the potential negative effects?		
4	14.a.	Examine the concept of tourism demand and discuss the factors that influence demand to a particular destination.	K4	CO4
		(OR)		
	14.b.	Discuss the barriers to travel that may discourage or prevent potential tourists from visiting a destination. How can these barriers be mitigated or overcome?		

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5	15.a.	Discuss how the tourism industry has evolved in the first century. What are the key factors that contributed to its growth, and how did technological advancements shape the industry?	K4	CO5
	(OR)			
	15.b.	Explain the environmental concerns associated with tourism and discuss how the industry is addressing these challenges through sustainable practices and green initiatives.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What is the role of physical geography in airline operations? How do geographical factors such as terrain, climate, and distance influence flight routes, aircraft selection, and airport locations? Provide examples to illustrate your points.	K4	CO1
2	17	Examine the process of managing a historic site as a tourist attraction. What challenges and considerations are involved in balancing preservation with tourism development? Provide examples to illustrate your points.	K4	CO2
3	18	What the principles of responsible and eco-tourism. How do these forms of tourism address the environmental, social, and economic challenges posed by mass tourism? Provide examples to support your discussion.	K4	CO3
4	19	Analyze how tourism demand can be measured and forecasted for a particular destination. What are the key tools and techniques used, and how do they help in managing and developing tourism?	K5	CO4
5	20	Analyze the role of government initiatives in promoting sustainable tourism. How are "Go Green" initiatives shaping the future of tourism, and what strategies are governments implementing to encourage environmentally responsible travel?	K5	CO5

Z-Z-Z

END