

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2025
(Second Semester)

Branch -HOSPITALITY MANAGEMENT

TRAVEL AND TOURISM OPERATION

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 IATA Area includes Europe, Africa, and the Middle East? (a) Area 1 (b) Area 2 (c) Area 3 (d) Area	K1	CO1
	2	What is the primary resource required for planning a tour itinerary? (a) Costing (b) Customer complaints (c) Time zones (d) Basic information	K2	CO1
2	3	Which of the following is NOT a characteristic of tourism products? (a) Perishability (b) Variability (c) Storability (d) Intangibility	K1	CO2
	4	The process of determining feasibility and benefits before developing an attraction is called: (a) Cost analysis (b) Feasibility analysis (c) SWOT analysis (d) Market research	K2	CO2
3	5	Which of the following is an economic impact of tourism? (a) Employment generation (b) Noise pollution (c) Cultural exchange (d) Political instability	K1	CO3
	6	A dissatisfied customer's complaint is best handled by: (a) Ignoring it (b) Defensive argument (c) Active listening (d) Transferring to another staff	K2	CO3
4	7	Tourism demand is often measured by: (a) Customer satisfaction (b) Arrivals and receipts (c) Itinerary planning (d) Attraction level	K1	CO4
	8	Which of the following is a barrier to travel? (a) Disposable income (b) Visa restrictions (c) Increased promotions (d) Improved infrastructure	K2	CO4
5	9	Which of the following is an emerging type of tourism? (a) Eco-tourism (b) Industrial tourism (c) Virtual tourism (d) All of the above	K1	CO5
	10	SMERFS in tourism industry refers to: (a) Senior, Military, Education, Religious, Fraternal, and Social groups (b) Small, Medium, Emerging, Reliable, Flexible Services (c) Sustainable, Modern, Effective, Responsible, Future-oriented (d) None of the above	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define airline geography. Explain the importance of IATA areas and time zones in planning a tour itinerary. (OR)	K2	CO1
	11.b.	Write the steps and resources required for preparing a structured tour itinerary.		
	12.a.	Define tourism product. Explain its elements with examples. (OR)	K5	CO2
2	12.b.	Discuss the principles of attraction development and their importance in tourism planning.		
	13.a.	Explain different types of tourism impacts (economic, environmental, socio-cultural, political). (OR)	K4	CO3
	13.b.	Discuss the role of responsible and eco-tourism in minimizing negative impacts.		
3	14.a.	Define community tourism. Explain the planning process involved in developing community-based tourism. (OR)	K3	CO4
	14.b.	Explain the hosting function and its role in successful tourism development.		
	15.a.	Discuss the changing scenario of the tourism industry in the 21st century. (OR)	K5	CO5
4	15.b.	Write short notes on: (i) Tourists with special needs, (ii) Go Green initiatives in tourism.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Prepare a detailed tour itinerary for a 5-day educational trip to Europe covering costing and time zone considerations.	K2	CO1
2	17	Evaluate the feasibility analysis and cost-benefit analysis as tools for planning major tourism attractions.	K5	CO2
3	18	Analyze how customer complaints, if not managed properly, can impact the reputation and growth of the tourism industry.	K4	CO3
4	19	Construct a tourism development plan for a rural community highlighting opportunities and challenges.	K3	CO4
5	20	Critically assess the emerging trends in the tourism and hospitality industry and their implications for sustainable tourism.	K5	CO5

Z-Z-Z END