

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BVoc DEGREE EXAMINATION DECEMBER 2019
(Fifth Semester)**

Branch - HOSPITALITY MANGEMENT

FUNDAMENTALS OF TOURISM

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 What are the components of Tourism?
- 2 Define Tourist.
- 3 What is meant by Wanderlust?
- 4 Define Tourism policy.
- 5 What do you understand by the term "Eco Tourism"?
- 6 Define the term "Adventure Tourism".
- 7 What is the role of a "Tour Agent"?
- 8 Define Pacific Asia Travel Association.
- 9 What is Boosterison?
- 10 Define 'WTO'.

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SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a Explain the basic steps essential in tourism planning.
OR
b Write short notes on Tourism marketing.
- 12 a Explain the role of World Travel and Tourism council.
OR
b What is Tourist Traffic? Explain.
- 13 a What is the role of tour operator? Explain.
OR
b Describe the importance of transport system in tourism.
- 14 a Explain about Religious Tourism.
OR
b Write about types of tour operators.
- 15 a Write about Modem Tourism.
OR
b Write about Positive and negative impact of tourism.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain about Perspective of tourism business.
- 17 Write about developments in the history of tourism.
- 18 Describe about role of water transport and Road transport in the development of tourism.
- 19 Explain about role of Information technology in travel agency business, on c-u-rOoin tVm nx/rUntinn nf Tourism.