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**SAINTGITS COLLEGE OF APPLIED SCIENCES**

Second Internal Assessment Examination, February 2019

Department of Business Administration, Semester VI

**PRINCIPLES OF TOURISM MANAGEMENT**

Total : **80 marks** Time:3**Hours**

**Section A**

*Answer all questions. Each question carries 1 mark.*

*Define:*

1.Tourism

2.Tourism Demand

3.Enclave Tourism

4.Ground Tourism

5.Tourism planning

6.Tourism statistics

7.TSA

8.Demonstration effect

9.Cultural clashes

10.Sustainable Tourism

 **(10 X 1 = 10 marks)**

**Section B**

*Answer any 8 questions. Each question carries 2 marks.*

11.State the features of Tourism

12.What is multiplier effect?

13.What is adventure tourism?

14.What is environmental planning?

15.What is meant by tourism motivations?

16.State the importance of tourism measurement.

17.What is meant by tourism planning and development?

18.What are the different method of Income Leakage.

19.State the factors influencing the tourism demand.

20.What are the dimensions of sustainable tourism.

21.Explain the relationship between tourism and environment.

22.What is TAAI. **(8 X 2 = 16 marks)**

**Section C**

*Short essay questions*

*Answer any 6 questions. Each question carries 4 marks.*

23.Explain the importance of transportation in tourism industry.

24.Describe how tourism helps in employment generation, Give appropriate examples in Indian context.

25.Bring out the modern trends in tourism.

26.Discuss the methods of measuring domestic and international tourists’ arrivals.

27.Explain the components of tourism.

28.Explain the threats in tourism planning.

29.Explain the process of tourism planning and development.

30.Explain the different types of tourism carrying capacity.

31.Explain the economics significance of Tourism.

**(6 X 4= 24 marks)**

**Section D**

*Long Essay questions*

*Answer any 2 questions. Each question carries15 marks****.***

32.’Tourism is not an Art’. Explain.

33.Explain the types of tourism.

34.Discuss the positive and negative impacts of tourism in Indian society.

35.What is eco-tourism? State the objectives of eco-tourism and discuss the importance of promoting eco-tourism in Kerala.

**(2 X 15 = 30 marks)**



***Scan QR code for Answer Scheme***