



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**Second Semester B.Voc. Degree Examination, June 2015**  
**First Degree Programme under CSS**  
**Skill Course – IV: (for Tourism & Hospitality Management)**  
**AUTH271: Principles and Practices of Tourism – II**

Time: 3 Hours

Max. Marks: 80

**SECTION – A**

*Answer ALL questions in one or two sentences.*

1. What do you mean by TDR ?
2. Regional development by tourism.
3. Explain the health motivators in Tourism.
4. Elaborate VFR ?
5. What do you mean by spenders and earners of tourism ?
6. What is intangibility in tourism ?
7. Write a note on Push factors in tourism.
8. Discuss transit route region in tourism system ?
9. What is Tourism Satellite Account ?
10. What do you mean by perishability of tourism products ?

**(10 x 1 = 10 Marks)**

**SECTION – B**

*Answer any EIGHT questions, not exceeding a paragraph of 50 words.*

11. Give an account of evolution of demand for tourism.
12. What do you mean by leakages by tourism ?
13. Explain how tourism helps to promote our culture.
14. Write a short note on territorial planning in tourism ?

15. What is volume statistics in tourism ?
16. What is Tourism barometer ?
17. Explain commercialization of arts forms by tourism.
18. Give a note on Mc. Intosh classification of basic travel motivators.
19. Explain the concept of product design in marketing.
20. Briefly explain the role of tourism in international understanding.
21. Write a note on manmade tourism attractions.
22. What do you meant by heterogeneity in tourism ?

## SECTION – C

23. Explain the Leiper's model in detail.
24. Discuss the need of five year plans for tourism.
25. How tourism helps for national integration ?
26. Give a short on economic value of cultural resources in tourism.
27. Explain essential facilities and services for tourism development.
28. Discuss Tourism Area Life Cycle (TALC) in detail.
29. Explain the contributions of Sargent committee.
30. Give an account of carrying capacity. Explain its various types.
31. What is responsible tourism ? How it is different from Mass tourism ?

## SECTION – D

32. Define tourism products ? Give an account of its distinct characteristic features.
33. Explain the positive and negative economic and environmental impacts of tourism ?
34. What do you mean by tourism demand ? Explain the need of measuring tourism activities and elaborate various types of tourism statistics.
35. Define planning; explain the need for planning in tourism. Elaborate the various steps involved in tourism planning process.

$$\int * \int * \int * \int * \int * \int * \int * \int * \int * \int * \int * \int *$$