



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Second Semester B.Voc. Degree Examination, June 2016
First Degree Programme under CSS
Skill Course – IV: (for Tourism & Hospitality Management)
AUTH271: Principles and Practice of Tourism – II

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Sustainability
2. Physical motivator
3. Tourism planning
4. Ecotourism
5. Health motivator
6. Access
7. Infrastructure development
8. Guest host interaction
9. Destination
10. Heritage Tourism

(10 × 1 = 10 Marks)

SECTION – B

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

11. Define tourism product.
12. What is the importance of Sergent Committee ?
13. Write a note on spenders and earners of tourism.
14. Define multiplier effect in tourism.

15. Write a note on the employment potential of tourism.
16. Differentiate between demonstration effect and commercialization effect.
17. What is Tourism satellite accounting ?
18. Define Tourism barometer.
19. Which are the major 'A's of tourism ?
20. Define attraction. Which are the types of attractions ?
21. What is responsible tourism ?
22. Write a note on tourism allocation in five year plans.

(8 × 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. Tourism helps in national integration. Comment.
24. Define tourism demand. Which are the major types of tourism demand ?
25. Discuss the levels of product as defined by Kotler.
26. Explain Leiper's model.
27. Describe Tourism Area Lifecycle concept.
28. What is carrying capacity ? Which are its major types ?
29. Write the importance of tourism statistics. Which are its types ?
30. What are the problems in measurement in tourism statistics ?
31. Define motivation. Which are the major types of motivation ?

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. Discuss in detail the major positive and negative impacts of tourism.
33. Describe tourism planning process.
34. Write in detail the major features of new National Tourism Policy of India.
35. Explain the major issues and considerations in tourism product design.

(2 × 15 = 30 Marks)

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