

Reg. No .....

Name .....

22U362

**B. COM DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 3 : TRAVEL AND TOURISM - OPTIONAL**

**COURSE : 19U30PCTT1 : FUNDAMENTALS OF TOURISM**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020/2019/2018/2017/2016 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer any 10 (2 marks each)**

1. What do you mean by Government revenue multiplier?
2. Define tourism planning?
3. Write about Corporate and functional planning?
4. State the importance of Geological Lodging?
5. What do you mean by Social carrying capacity?
6. What do you mean by the tiger reserve? Name two tiger reserves in India?
7. What are the geographical elements under Leiper's model?
8. What do you mean by Mobile museums?
9. What is Ayurveda tourism?
10. What do you mean by VFR tourism?
11. What do you mean by wildlife sanctuary? Name two wildlife sanctuaries in Kerala?
12. What do you mean by Heritage Tourism? Name two UNESCO recognized cultural heritage sites in India?

**(2 x 10 = 20)**

**PART B**

**Answer any 5 (5 marks each)**

13. Evaluate the negative social cost of tourism.
14. Write in your own words about the significance of Ayurveda tourism in Kerala? Explain the factors which influence people to participate in Medical tourism.
15. "Rajasthan is a land of Forts and desert festivals". Evaluate its importance in tourism development.
16. "Planning is an inevitable part for the sustainable development of tourism". Elaborate the statement.
17. What do you mean by Planning for Sustainable Development? What are the techniques used for Planning for Sustainable Development?
18. Briefly explain the functions of the Ministry of Tourism.
19. Write about the following tourism products:-
  - a) museums;
  - b) art galleries;
  - c) fairs and festivals
20. Write about responsible tourism? Explain its characteristics and benefits?

**(5 x 5 = 25)**

**PART C**

**Answer any 3 (10 marks each)**

21. Write about the levels of tourism planning and judge the value of each level.
22. Write in your own words about the different types of tourism with suitable examples.
23. Evaluate the following:
  - a) The economic benefits of tourism
  - b) The economic costs of tourism
24. Validate the importance of archaeological wonders of India in the development of tourism.
25. Critically evaluate the importance of the tourism industry in Kerala.

**(10 x 3 = 30)**