

24U175

(Pages: 2)

Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BHC1 MN101 - TOURISM CONCEPTS

(B.Sc. Hotel Management and Catering Science - Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Describe two early motivations for travel. [Level:2] [CO1]
2. Provide two advancements in navigation that improved travel during the medieval period. [Level:3] [CO1]
3. Provide example of outbound tourism. [Level:3] [CO2]
4. Describe the significance of health and wellness amenities in tourism. [Level:2] [CO2]
5. Detect two sectors that are interdependent with the tourism industry. [Level:4] [CO2]
6. Describe what is meant by "travel flow" in the tourism system. [Level:2] [CO2]
7. Determine two types of surveys used in tourism expenditure analysis. [Level:3] [CO3]
8. Describe how limited budgets can impact data collection efforts. [Level:2] [CO3]
9. Describe the skills required for cruise staff [Level:2] [CO4]
10. Provide a common goal shared by both KTDC and DTPCs. [Level:3] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Understand the influence of travel literature on perceptions of distant lands during the medieval period. [Level:2] [CO1]
12. Apply your knowledge of the travel industry to evaluate the challenges faced by different types of travelers in today's context. [Level:3] [CO1]
13. Understand the importance of food and beverage options in tourism. [Level:2] [CO2]

14. Extend and clarify challenges associated with measuring tourism demand in the informal sector. [Level:2] [CO3]
15. Review the relationship between physical motivations and the types of activities travelers pursue. [Level:2] [CO3]
16. Apply your understanding of the responsibilities of travel agents to design a training program. [Level:3] [CO4]
17. Understand the importance of research and statistics provided by UNWTO. [Level:2] [CO4]
18. Analyze the role of the India Tourism Development Corporation (ITDC) in promoting domestic tourism. [Level:4] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Analyze the differences between leisure and recreation, and discuss how each contributes to individual well-being. [Level:4] [CO1]
20. Explain tourism statistics and types of tourism statistics. [Level:2] [CO3]

(1 × 10 = 10 Marks)
