

25U188S

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Name : .....

Reg. No : .....

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025**

(FYUGP)

**CC24UBHC1MN101 - TOURISM CONCEPTS**

(Hotel Management and Catering Science - Minor Course)

(2024 Admission - Supplementary/Improvement)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

**Part A** (Short answer questions)

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

1. Examine the role of pilgrimages in the historical development of tourism in India. [Level:4] [CO1]
2. Analyze the types of attractions. [Level:4] [CO1]
3. Describe how variability can affect the quality of service in tourism. [Level:2] [CO2]
4. Analyze eco-tourism? Give one characteristic. [Level:4] [CO2]
5. Determine two key considerations in tourism marketing and explain their relevance. [Level:3] [CO2]
6. List three types of cultural activities that tourists can participate in. [Level:1] [CO2]
7. Determine demographic information in the context of tourist statistics. [Level:3] [CO3]
8. Adapt two environmental factors that can attract tourists to a destination. [Level:3] [CO3]
9. Provide a common goal shared by both KTDC and DTPCs. [Level:3] [CO4]
10. Describe the skills required for cruise staff. [Level:2] [CO4]

**(Ceiling: 24 Marks)**

**Part B** (Paragraph questions/Problem)

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

11. Analyze the differences between excursions and leisure activities. [Level:4] [CO1]
12. Apply the concept of cultural diplomacy seen in the medieval period to a modern context. [Level:3] [CO1]
13. Understand how information flow operates within the tourism system. [Level:2] [CO2]

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| 14. Discuss the challenges faced when conducting exit surveys for measuring tourist spending. | [Level:2] [CO3] |
| 15. Understand the role of socio-cultural factors in influencing tourism demand.              | [Level:2] [CO3] |
| 16. Understand the various marketing strategies used by tourism professionals.                | [Level:2] [CO4] |
| 17. Understand the importance of research and statistics provided by UNWTO.                   | [Level:2] [CO4] |
| 18. Understand the impact of the DGCA's safety regulations on the overall travel experience.  | [Level:2] [CO4] |

**(Ceiling: 36 Marks)**

**Part C (Essay questions)**

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

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| 19. Apply your understanding of the definitions and characteristics of tourists, visitors, and travelers to evaluate their distinct roles in the tourism industry. | [Level:3] [CO1] |
| 20. Apply Maslow's Hierarchy of needs in travel and tourism.   | [Level:3] [CO3] |

**(1 × 10 = 10 Marks)**

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