Turn Over

QP CODE: 23104611

.....

:

Name :

Reg No

BTTM DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE **EXAMINATIONS, FEBRUARY 2023**

First Semester

Bachelor of Tourism and Travel Management

Core Course - TT1CRT01 - METHODOLOGY FOR TOURISM

2017 Admission Onwards

24FA97E3

Time: 3 Hours

Max. Marks: 80

Part A

Answer any ten questions. Each question carries 2 marks.

- Explain domestic tourism. 1.
- Expand NCT. 2.
- Write a note on road travel after first world war. 3.
- 4. List the major pilgrim centres in Kerala.
- 5. Which are the industries working closely with tourism industry?
- In which year Thomas Cook organised his first trip? 6.
- 7. What is meant by measurement in Tourism?
- Give any two methods for the measurement of tourism? 8.
- What is meant by social needs and equity in tourism? 9.
- 10. In which year WTO was established?
- 11. List any two objectives of ICAO?
- 12. Give examples of two international travel related organizations.

 $(10 \times 2 = 20)$

Part B

Answer any six questions. Each question carries 5 marks.

Page 1/2





- 13. Write a note on the tourism development in India after independence.
- 14. Distiguish between domestic and international tourism.
- 15. Give the significance of tourism measurement.
- 16. Describe the various types of tourist statistics.
- 17. Explain the role of the Government in political legislation of tourism industry?
- 18. How regional development is possible through tourism?
- 19. What are the objectives of PATA?
- 20. What are the objectives of UFTAA?
- 21. Write a note on TAAI.

(6×5=30)

Part C

Answer any **two** questions. Each question carries **15** marks.

- 22. Discuss the factors which favour the growth of tourism in India.
- 23. What are the various components and elements of tourism? Explain each one.
- 24. Explain the various reasons for the intervention of state in tourism development.
- 25. Write an essay on the various International travel organizations.

(2×15=30)