K18U 1550

Reg. No. : ....

Name : ....

V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.B.M./ B.T.T.M./B.C.A./B.S.W./B.A. Afsal Ul Ulama Degree (CBCSS – Reg./Sup./Imp.) Examination, November 2018 (2014 Admn. Onwards) Open Course 5D01 ECO : ECONOMICS OF TRAVEL AND TOURISM

Time : 2 Hours   Max. Marks : 20

PART – A

Answer **all** questions (**Each** question carries 1 mark) :   (3×1=3)

1. Which day is observed as World Tourism Day according to World Tourism Organization ?

2. What do you mean by tourism ?

3. What do you mean by a tourism multiplier ?

PART – B

Answer **any 3** questions (**Each** question carries 2 marks) :   (3×2=6)

4. What do you know about KTDC ?

5. Name the five major beach tourist spots of Kerala.

6. What is the advantage of foreign tourism over domestic tourism ?

7. What are the different components of tourism ?

8. What are the negative environmental impacts of tourism ?

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PART – C

Answer **any 2** questions (**Each** question carries **3** marks) :   (2×3=6)

9. Briefly explain the concepts of domestic, inbound and outbound tourism.

10. What are the characteristics of tourism product ?

11. Briefly summarise the activities of a travel agency.

12. Write a short note on tourism planning.

PART – D

Answer **any 1** question (**Each** question carries **5** marks) :   (1×5=5)

13. Do you think that, for a foreigner Kerala can be considered as a "God's own country" ? Substantiate your arguments.

14. Briefly explain the role of international organizations that led to the growth of tourism in the world.