



K20U 1618

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 UI Ulama /B.B.A. (AH) Degree
(CBCSS – Reg./Sup./Imp.) Examination, November 2020
(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.

1. The word 'travel' is derived from the French word
2. What is Rotel ?
3. Expand WTTC.

(3×1=3)

PART – B

Answer **any 3** questions. **Each** question carries **2** marks.

4. What is historical tourism ?
5. What is income multiplier ?
6. Write a short note on KTDC.
7. What are the different types of hotels ?
8. What is health tourism ?

(3×2=6)

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PART – C

Answer **any 2** questions. **Each** question carries **3** marks.

9. What is the concept of tourism ?
10. Write a note on WTO and PATA.
11. Explain the functions of modern travel agency.
12. What are the marketing tools in tourism ?

(2×3=6)

PART – D

Answer **any 1** question. **Each** question carries **5** marks.

13. Broadly explain the economics of tourism.
14. "War, politics, public opinion and civil unrest can be the greatest enemy of tourism" – Explain it.

(1×5=5)
