QP CODE: 22100420

Reg No : .....

Name : .....

B.VOC DEGREE EXAMINATIONS, JANUARY 2022

Fifth Semester

B.Voc Tourism and Hospitality Management

THM5ST04 - CHANGING TRENDS AND OPPORTUNITIES IN TOURISM

2019 Admission Onwards

0059B942

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Write the conservation approach for the protection of Tourism resources.
2. Write any two major challenges faced by tourism industry in India.
3. Write any two man made Tourism resources of Kerala.
4. What is Tourism Entrepreneurship ?
5. What are the attractions of tourists from USA & UK to travel to India?
6. List any four countries in which UNWTO summit were held.
7. What do you mean by Environmental impact assessment?
8. What s the slogan of tourism in India?
9. What is a Resort?
10. What is Responsible Tourism?
11. What is a corporate rate?
12. Who is a Domestic Visitor?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. List 10 countries from which tourists visit Kerala in the order of frequency.

14. List 5 top ranked tourism companies in Kerala.

15. Highlight some important alternative tourism forms, which are popular in India.

16. Write in detail the activities done by UNWTO.

17. Discuss the important activities done by WTTC.

18. What do you mean by tourism policy?

19. Explain how companies allocate budgets?

20. What is the purpose of organising summits?

21. Describe tourism components.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. How tourists influence employment generation in tourism industry? Explain.

23. Write a detailed note on the challenges faced by the Europe in the development of the tourism Industry.

24. Explain about tourism and climate change.

25. Explain the various stages of Destination Planning.

(2×15=30)