QP CODE: 23104505

23104505

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR EXAMINATIONS, JANUARY 2023

Fifth Semester

B.Voc Tourism and Hospitality Management

THM5ST04 - CHANGING TRENDS AND OPPERTUNITIES IN TOURISM

2020 Admission Only

57DD95A8

Time: 3 Hours Max. Marks : 80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. List any 4 hotel chains functioning in India.
2. Expand EIA.
3. Mention any two leading tourism development projects in the world.
4. Write two innovations in tourism.
5. What are the attractions of tourists from USA & UK to travel to India?
6. Expand FHRAI.
7. Which is the tallest statue in India?
8. What is the slogan of Kerala Tourism.
9. What is Inclusive tour?
10. Define Destination.
11. What is Coach Tour?
12. What is ski Resorts?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. How do you regulate tourist arrival?

14. What are the different types of employments generated in tourism?

15. Write notes on eight top tourist destinations in India.

16. What is the importance of the General Assembly in UNWTO? Explain

17. Write a short note on Kochi Biennale. Explain.

18. What are the reasons for proposing the first Tourism Policy in India ?

19. How do you allocate a budget ?

20. Summit attract media attention. Comment ?

21. What are the characteristics of successful New Product in Tourism Market?

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. Describe six major investments in tourism sector in Kerala.

23. Explain any five major tourism projects in Kerala.

24. What are the 10 effects of global warming?

25. Discuss the Socio-Cultural advantages of Tourism planning.

(2×15=30)