QP CODE: 24044485

24044485

Reg No : .....

Name : .....

B.VOC DEGREE REGULAR/REAPPEARANCE

EXAMINATIONS, OCTOBER 2024

Fifth Semester

B.Voc Tourism and Hospitality Management

THM5ST04 - CHANGING TRENDS AND OPPORTUNITIES IN TOURISM

2018 Admission Onwards

3F655EBE

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Write a short note on the heritage village project near Karalad lake in Wayanad.
2. What is Eco tourism?
3. Write a short note on the upcoming tourism projects in Kerala.
4. What is Inbound Tourism Market?
5. Mention any two Tourism Products in India.
6. Expand MICE.
7. Expand UNWTO.
8. Which is the tallest statue in India?
9. Who is a Business Visitor?
10. What is Responsible Tourism?
11. What do mean by Incentive tour?
12. What is ski Resorts?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. How can you increase tourist arrivals?
14. What are the factors influencing the tourist outflow?

15. Discuss the world's top tourist markets.

16. What are the benefits of being the member of WTTC?

17. What are the new tourist destinations in Dubai? Explain.

18. How the objectives of tourism policy are achieved ?

19. Why do you prepare a budget?

20. Summits in a destination encourages tourism. Explain?

21. Define tourism. Explain the emerging trends in tourism.

(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. Discuss in detail about the barriers in growth of tourism.

24. Explain about tourism and climate change.

25. Explain the various stages of Destination Planning.

(2×15=30)