



I Semester M.T.T.M. (Integrated Course) Degree
Examination, January 2016
(2014 – 15 & Onwards (CBCS Scheme))
TOURISM AND TRAVEL MANAGEMENT
Paper – 1.3 : Fundamentals of Tourism Industry

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any ten** of the following sub questions. (2×10=20)
- Define Tourism.
 - Who is a Traveler ?
 - What is inbound tourism ?
 - What is multiplier effect in tourism ?
 - What is TALC ?
 - What is "TGR" ?
 - Who is a retail travel agency ?
 - What is Time Share Concept ?
 - Who is a "Drifter" ?
 - Give some examples of Tourist Amenities.
 - What are the main features of Golden Chariot ?
 - What are FAM tours ?

SECTION – B

Answer **any four** of the following questions.

(4×5=20)

- Discuss the segmentation of tourism industry.
- Explain different types of tourist.

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4. Write a short note on methods of measurement.
5. Illustrate Leiper's model in tourism industry.
6. Describe the stages of Travel-Buying Behaviour given by Mathieson and Wall.
7. Bring out the Peter's inventory of tourism attraction.

SECTION – C

Answer **any two** of the following questions.

(2×15= 30)

8. Explain Stanley Plog's Model of destination preferences in tourism.
9. Examine the factors which are directly effect on tourism in future.
10. Discuss secondary accommodation available in India.