

Section-A

*Instruction: Answer all the questions. Each question carries one mark. (10X1=10)*

1. Which important document came out of the 1992 United Nations Conference in Rio De Janeiro?
  - (A) The Manila declaration.
  - (B) The Bruntland Report.
  - (C) The Geneva Convention
  - (D) Agenda 21.
  
2. Which of the following best explains the term eco-tourism?
  - (A) Tourism in a place where there are lots of sound reverberations.
  - (B) Tourism in a destination called Eco.
  - (C) A tourism product based on an area's natural resources that attempts to minimize the ecological impact of the tourism.
  - (D) Remote lodge hunting holidays.
  
3. According to definitions of the tourist, what is the maximum allowable length of stay in a destination before you cease to be counted as a tourist?
  - (A) One month
  - (B) One Year
  - (C) 6 Months
  - (D) One day
  
4. Which of the following are impacts of globalisation on tourism?
  - (A) Greater strategic alliances.
  - (B) Beneficial trading for small businesses.
  - (C) Adoption of global distribution systems.
  - (D) Increased standardisation of products.

5. Which of the following are the results of global warming?
- (A) Destruction of coral reefs due to the warming of the seas.
  - (B) Flooding of low lying tourist islands.
  - (C) Eye cataracts.
  - (D) Higher snow lines in winter resorts.
6. What does the 'experience economy' mean?
- (A) An engineered, memorable and personalised tourism product.
  - (B) Products are perceived, not consumed.
  - (C) A visit to the theatre.
  - (D) A tourism commodity.
7. Sustainable tourism must include sustainability in terms of:
- (A) Economic, environmental and socio-cultural sustainability.
  - (B) Environmental sustainability.
  - (C) Economic sustainability.
  - (D) socio-cultural sustainability.
8. Is it possible to have sustainable tourism?
- (A) Only in industrialized countries.
  - (B) Only if all destinations agree to have sustainable tourism.
  - (C) Only in countries where a sustainable strategy is in place prior to the start of tourism.
  - (D) No because sustainability has not been defined in a universally acceptable manner nor is it measurable.
9. Which of the following is not true about the Film tourism?
- (A) Film tourism can reshape, reinforce and create new perception of visitors.
  - (B) It is a strategic tool for destination marketing.
  - (C) Film tourism greatly influences tourist destination choice.
  - (D) Films tourism provides only positive impact on destination image.
10. What is meaning of international tourism?
- (A) Inbound +outbound
  - (B) Domestic + Inbound
  - (C) Inbound-Domestic
  - (D) National + Domestic

Section-B

*Answer any 5 questions. Each question carries 6 marks*

(5X6=30)

11. What do you mean by sustainable tourism? Why tourism need to be sustainable?
12. Define tourism and discuss its various components?
13. Write short note on following:
  - (A) Green tourism
  - (B) Tribal tourism
14. Discuss the positive impact of tourism?
15. What make tourism unique in nature?
16. How you plan your trip to Shimla for 2 days? Discuss your trip plan?
17. Write short note on MICE tourism?
18. What do you mean by multiplier effect of tourism?

Section -C

*Answer all the 5 questions. Each question carries 12 marks.*

(5x12=60)

Unit-1

19. Define film tourism and discuss its role in promotion of tourism destination?

Or

Discuss the importance of rural tourism in India and analyse various challenges pertaining to rural tourism in India?

Unit-2

20. Discuss the impact of globalization on tourism?

Or

Analyse the various contemporary trends and issues in tourism?

Unit-3

21. What are the leading tourism generating regions of the world and why these regions are dominating in the world?

Or

Discuss the uses of information technology in tourism industry with suitable examples?

Unit-4

22. Explain the meaning of Customer Relationship Management (CRM) and highlight its importance for tourism and travel industry.

Or

Discuss the importance of tourism in Indian economy? Why it has been considered as a tool for employment and poverty reduction in India. Support your answer with suitable examples?

Unit-5

23. What do you mean by a tour package and what are the various components that need to be taken into consideration while designing a tour package?

Or

What are the things that need to be kept in mind while travelling abroad?