Attempt ALL questions

Group “A”

Brief Answer Questions: \[10 \times 1 = 10\]

1. Define tourism as per UNWTO.
2. Discuss three major modes of transportation used in travel and tourism.
3. Identify three types of destination as identified by Plog on the basis of tourists’ characteristics.
4. Mention any two negative impacts of tourism on local society and culture.
5. Mention any two emerging sources of tourism.
6. What do you mean by IATA?
7. What are the four-basic travel motivators?
8. What do you mean by amenities?
9. What is a grand tour?
10. Who is an excursionist?

Group “B”

Short Answer Questions: \[6 \times 5 = 30\]

11. Discuss the relationship among leisure, recreation and tourism.
12. Discuss the basic approaches to the study of tourism.
13. Examine the role of Pacific Asia Travel Association (PATA) in the development of tourism in the Asia Pacific Region.
14. What are the possible sources of career information in tourism? Discuss.
15. What are the new realities in tourism? Explain the global forces impacting the future of tourism.
16. Why is it important to focus on customer in tourism businesses? Discuss.

Group “C”

Comprehensive Answer Questions: \[2 \times 10 = 20\]

17. Describe in details the historical dimensions of tourism.
18. Explain in details the four major platforms of tourism as proposed by Jafar Jafari.