



K16U 1760

Reg. No. :

Name :

V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.B.M./
B.T.T.M./B.C.A./B.S.W./B.A. Afsal-UI-Ulama Degree
(CBCSS – 2014 Admn.-Regular) Examination, November 2016
Open Course

5D01ECO : ECONOMICS OF TRAVEL AND TOURISM

Time : 2 Hours

Max. Marks : 20

PART – A

Very short answer type questions. Answer **all** questions (**each** question carries **1** mark).

1. What is tourism product ?
2. Define tourism.
3. What is ITDC ?

(3×1=3)

PART – B

Short answer type questions. Answer **any three** questions (**each** question carries **2** marks).

4. Explain tourism multiplier.
5. Differentiate between the functions of travel agent and tour operator.
6. Explain the factors affecting demand for tourism.
7. What are the important components of tourism ?
8. Distinguish between tourist and excursionist.

(3×2=6)

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PART – C

Short essay type questions. Answer **any two** questions (**each** question carries **3** marks).

9. Prepare a note on Kerala Tourism Development Corporation.
10. What are the benefits of cultural tourism ?
11. Explain the impacts of tourism.
12. Give an account of International tourism organizations. (2×3=6)

PART – D

Essay type questions. Answer **any one** question (**each** question carries **5** marks).

13. What is tourism marketing ? Explain the characteristics of tourism market.
14. Examine the levels of tourism planning. Analyze the importance of tourism planning. (1×5=5)
