



K20U 1618

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 /B.B.A. (AH) Degree
(CBCSS – Reg./Sup./Imp.) Examination, November 2020
(2014 Admn. Onwards)**

Open Course

5D01 ECO : ECONOMICS OF TRAVEL AND TOURISM

Time : 2 Hours

Max. Marks : 20

PART – A

Answer **all** questions. **Each** question carries **1** mark.

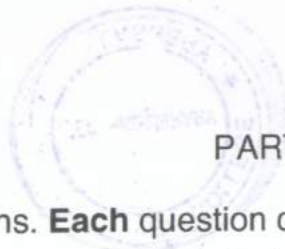
1. The word 'travel' is derived from the French word
2. What is Rotel ?
3. Expand WTTC. **(3×1=3)**

PART – B

Answer **any 3** questions. **Each** question carries **2** marks.

4. What is historical tourism ?
5. What is income multiplier ?
6. Write a short note on KTDC.
7. What are the different types of hotels ?
8. What is health tourism ? **(3×2=6)**

P.T.O.



PART – C

Answer any 2 questions. Each question carries 3 marks.

- 9. What is the concept of tourism ?
- 10. Write a note on WTO and PATA.
- 11. Explain the functions of modern travel agency.
- 12. What are the marketing tools in tourism ? (2×3=6)

PART – D

Answer any 1 question. Each question carries 5 marks.

- 13. Broadly explain the economics of tourism.
- 14. "War, politics, public opinion and civil unrest can be the greatest enemy of tourism" – Explain it. (1×5=5)

(3×1=3)

PART – B

Answer any 8 questions. Each question carries 3 marks.

(3×3=9)

P.T.O.