**BBA (TOURISM MANAGEMENT)**

**Semester III**

**BM 1361.4 FUNDAMENTALS OF TOURISM**

**Section A. One or Two Sentence Questions (1 Mark)**

1. Define tourism.
2. What is meant by the term 'visitor'?
3. Mention one group not considered as a tourist.
4. What is domestic tourism?
5. Name any one tourist typology suggested by Cohen.
6. Expand UNWTO.
7. What is meant by 'business tourism'?
8. Define ‘leisure tourism’.
9. What do you mean by a tourism product?
10. Name any one characteristic of tourism products.
11. What is outbound tourism?
12. Define tourism demand.
13. What is meant by tourism supply?
14. Mention one factor affecting tourism demand.
15. Expand WTO.
16. What is elasticity of demand?
17. Define tourist destination.
18. What is a greenfield airport?
19. Name any one luxury train in India.
20. Expand KTDC.

**Section B. One Paragraph Questions (2 Marks)**

1. Distinguish between travel agency and tour operator.
2. What are the types of accommodation?
3. Write two features of cruise tourism.
4. Name any two luxury trains in India.
5. Differentiate between greenfield and brownfield airports.
6. What is the role of Indian Railways in tourism?
7. Mention two types of tourism transportation.
8. What are the categories of tourist attractions?
9. Mention any two functions of IRCTC.
10. Mention two positive impacts of tourism.
11. Explain responsible tourism in brief.
12. What is cemetery tourism?
13. Write two examples of special interest tourism.
14. Define ecotourism and mention one benefit.
15. Differentiate between responsible and sustainable tourism.
16. What is photography tourism?
17. What are the objectives of PATA?
18. Explain the role of ITDC briefly.
19. What are the functions of IATA?
20. What is the RT Mission in Kerala?

**Section C. Short Answer Questions (4 Marks)**

1. Write a note on UNWTO and its functions.
2. Explain the role of ICAO and IATA in tourism.
3. Discuss the functions of Ministry of Tourism (India).
4. Describe the activities of KTDC and IRCTC.
5. Explain the contributions of PATA and WTTC.
6. What are the objectives of the Directorate of Ecotourism in Kerala?
7. Write a note on UNESCO and World Heritage Sites.
8. Mention two positive impacts of tourism.
9. Explain responsible tourism in brief.
10. What is cemetery tourism?
11. Write two examples of special interest tourism.
12. Define ecotourism and mention one benefit.
13. Differentiate between responsible and sustainable tourism.
14. What is photography tourism?
15. Define the concept of military tourism.

**Section D. Essay Questions (15 Marks)**

1. Discuss the role of international tourism organizations in global tourism development.
2. Explain the functions and contributions of major Indian tourism organizations.
3. Describe in detail the government and non-government organizations in Kerala promoting tourism.
4. Evaluate the importance of UNWTO, IATA, ICAO, and WTTC in tourism.
5. Discuss the heritage conservation role of UNESCO, ICIMOS, and ICCROM.
6. Write an essay on the organizational structure of Indian tourism promotion.
7. Analyze the role of ITDC and Ministry of Civil Aviation in tourism development.
8. Explain the role of state-level tourism organizations in Kerala.
9. Discuss the contribution of international and national organizations in sustainable tourism.
10. Evaluate the need and importance of tourism organizations at different levels.