



**MBA DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION  
MAY 2014**

**SMT 2207 PRINCIPLES AND PRACTICES OF TOURISM  
(Regular & Supplementary)**

Time: 3 Hours

Maximum Marks : 50

**PART A**  
(Answer *ALL* questions)

(5 x 2 = 10)

1. What is meant by interdisciplinary approaches to tourism?
2. What is alternative tourism?
3. Who is a visitor?
4. Write briefly on the supply's of tourism.
5. What do you mean by carrying capacity?

**PART B**  
(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. What is a tourism network? Write how it is important in the practices of tourism.
7. Explain the 5 A's of tourism industry.
8. Examine the prospects of medical tourism promotion in India.
9. Explain the role of railways in the development of tourism industry in India.
10. Explain the aims and activities of UNWTO.
11. Describe the negative environmental impacts adversely affecting the tourism industry.
12. "Tourism is a melting pot of different cultures". Discuss.

**PART C**  
(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. Present the highlights of National Tourism Policy – 2002 and examine the gap areas in contemporary tourism development.
14. Explain the role of "India Tourism" in promoting tourism in the country.
15. Outline and explain the economic impacts of a tourism destination with appropriate examples.