



MBA.T.I/11. 1008

**MBA (TRAVEL AND TOURISM) DEGREE I SEMESTER EXAMINATION  
NOVEMBER 2011**

**SMT 2102 TOURISM PRINCIPLES AND PRACTICES**

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Explain different forms of tourism and trace its origin.  
**OR**  
B. Discuss different approaches to tourism and its relevance.
- II. A. Discuss the structure of tourism industry with examples.  
**OR**  
B. Explain the factors that influence tourism industry.
- III. A. Discuss the socio economic impact of tourism.  
**OR**  
B. What is sustainable tourism? What are the factors that determine sustainable tourism?
- IV. A. Briefly discuss the role of international organisations in promoting international tourism.  
**OR**  
B. Explain the specific role played by various agencies in promoting internal tourism.
- V. Write short notes on ANY FOUR of the following:
- (i) Carrying capacity
  - (ii) Responsible tourism
  - (iii) DTPC
  - (iv) KTDC
  - (v) National tourism policy
  - (vi) Tourism net work

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