

**M.B.A. (TRAVEL AND TOURISM) DEGREE I SEMESTER EXAMINATION,
NOVEMBER 2010**

SMT 2101 TOURISM PRINCIPLES AND PRACTICES

Time: 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. What are the components of tourism? Explain the interdisciplinary approaches to tourism.
OR
B. Explain different types of tourism.
- II. A. Discuss the structure of tourism industry.
OR
B. Bring out the recent trends in domestic and global tourism.
- III. A. Explain the important issues behind sustainable development.
OR
B. Explain the emerging areas of tourism and how recent changes in economic policies influence these areas.
- IV. A. Explain the role of various international organizations in tourism promotion.
OR
B. Explain the functions of KTDC and DTPCs in promoting tourism in Kerala.
- V. Write short notes on *any four*:
- (i) IATA
 - (ii) National Tourism Policy
 - (iii) Eco Tourism
 - (iv) Carrying Capacity
 - (v) Destination Panning
 - (vi) Tourism Network.

