

D 13422

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management
SDC5ET33—EMERGING TRENDS IN TOURISM
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Expand MICE.
2. Name the state famous for Pushkar fair.
3. Which state is famous for Suraj Kund craft mela ?
4. Name any desert festival in India.
5. Name any dance festival in India.
6. Mention the International year of eco-tourism.
7. In which year incredible India campaign was launched ?
8. Expand ICPB.
9. Who is considered as the father of Ayurveda ?
10. Name the Nation Festival of Punjab.

(10 × 1 = 10 marks)

Section B

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

11. Define Sustainable Tourism.
12. What do you understand by Incentive Tour ?
13. Write a note on Hornbill Festival.
14. What is Alternative Tourism ?
15. Define Medical Tourism.
16. What is Dark Tourism ?
17. What is Spa Tourism ?

Turn over

18. What do you understand by Benchmarking ?
19. What is wellness Tourism ?
20. What do you understand by Pro-Poor Tourism ?
21. What is Visitor Management System ?
22. What do you understand by Cape Town declaration ?

(8 × 2 = 16 marks)

Section C

*Answer any **six** questions.
Each question carries 4 marks.*

23. Write an essay on Responsible tourism mission of Kerala.
24. Explain in detail the new trends in Tourism.
25. Write an essay on Alternative Tourism.
26. Expand the Agenda-21.
27. Discuss the steps in improving sustainability.
28. Briefly discuss the various tourism fairs in India.
29. Discuss the role of Ayurveda in promoting Tourism in Kerala.
30. Write an essay on Global tourism fairs.
31. Explain the various conventions on Responsible Tourism.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.
Each question carries 15 marks.*

32. Write an essay on the importance of Medical tourism.
33. Elucidate the role of MICE in Promoting tourism.
34. Discuss in detail the Socio-economic aspects of Sustainable Tourism.
35. Write an essay on tourism legislations in India.

(2 × 15 = 30 marks)