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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024**

Hotel Administration

BHA 1FM 105—TOURISM CONCEPTS

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

Section A*Answer all questions.**Each question carries 2 marks.**Ceiling 16 marks.*

1. Define Tourism.
2. What is the difference between a tourist and a visitor ?
3. What is the purpose of a boarding pass in air travel ?
4. Briefly define leisure and recreation in tourism.
5. List the main components of the tourism industry.
6. Define travel motivation.
7. List two international tourism organizations.
8. Identify the educational qualifications preferred for the position of travel agent ?
9. What are amenities in tourism ?
10. Define the role of a travel agency in the tourism industry.

Section B*Answer all questions.**Each question carries 6 marks.**Ceiling 24 marks.*

11. Analyze the historical development of tourism during the modern period.
12. How would you apply, the concept of 5A's to enhance a tourist destination ?

Turn over

13. Examine the role of tourism statistics in understanding visitor behaviour.
14. How would you apply the knowledge of job roles to develop a career in the tourism industry ?
15. Analyze the role of national tourism organizations like ITDC in promoting tourism.

Section C

*Answer any **one** question.
The question carries 10 marks.*

16. Evaluate the importance of travel documents in facilitating international tourism.
17. Explain the importance of involving the local community in tourism development in your area, and how can we encourage their participation ?

(1 × 10 = 10 marks)