A1029

Name...........................
Register No.................

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AUTONOMOUS)

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

HOTEL MANAGEMENT AND CATERING SCIENCE/HOTEL MANAGEMENT AND CULINARY ARTS

BHA1MN101 - FUNDAMENTALS OF TOURISM AND HOSPITALITY INDUSTRY

Time:Two Hours   Maximum:70 marks

Section A
Answer all questions.
Each question carries 3 marks. Ceiling 24 marks

1. State three reasons for the growth of the tourism industry.	CO1
2. Explain 'Visitor' as per UNWTO definition.	CO1
3. What does ICAO stand for and what is its main purpose?	CO4
4. Give one example of "Cultural motivation" in McIntosh's model.	CO3
5. Name any three natural attractions in tourism.	CO1
6. Mention any two functions of IATA.	CO4
7. Classify hotels based on size with examples.	CO2
8. Give three examples of domestic tourism activities.	CO1
9. Expand PATA and mention one key activity.	CO4
10.Name two types of target market based hotels. Briefly explain.	CO2

Section B
Answer all questions.
Each question carries 6 marks. Ceiling 36 marks

11. Explain the structure and functions of UNWTO.	CO4
12. Explain the functions of IATO and TAAI in the tourism sector.	CO4
13. Discuss the role of WTTC in promoting global tourism.	CO4
14. Discuss the contributions of ITDC and KTDC to Indian tourism.	CO4
15. Write a note on PATA and its importance in Asia-Pacific tourism.	CO4
16. Discuss the five basic components of tourism with suitable examples.	CO1

17. Explain the evolution of the hotel industry from its early beginnings to the modern era. CO2

18. Classify hotels based on size, location, and target market with examples. CO2

Section C
Answer any one question
The question carries 10 marks.

19. Describe the organizational structure of a five-star hotel, explaining the roles and responsibilities of each major department. CO2

20. Discuss in detail the historical evolution and development of tourism, explaining the major phases from early travel to the modern era. CO1

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