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AAT-010-004206

Seat No. _____

**First Year Bachelor of Hotel & Tourism
Management (Sem. II) (CBCS) Examination**

April / May - 2016

**2.6 Tourism Management-I
(New Course)**

Faculty Code : 010

Subject Code : 004206

Time : Hours]

[Total Marks : 70

- Instructions :** (1) Attempt all questions.
(2) Options, if any, are given
(3) The maximum marks are assigned in front of each question.

1 Plot the following countries in the world map : $\frac{1}{2} \times 20 = 10$

- | | |
|------------------------------|--------------------------|
| (a) China | (b) Belgium |
| (c) Portugal | (d) Switzerland |
| (e) Spain | (f) Philippines |
| (g) North Korea | (h) Canada |
| (i) Malaysia | (j) Brazil |
| (k) Peru | (l) United Arab Emirates |
| (m) Sweden | (n) South Africa |
| (o) New Zealand | (p) Zimbabwe |
| (q) Myanmar | (r) Afghanistan |
| (s) United States of America | (t) Nepal |

2 Define the following terms.

2×3=6

- (a) Tourism
(b) Excursionist
(c) Outbound Tourism

- 3** Differentiate between following forms of tourism : **2×5=10**
- (a) Pilgrimage and Religion Tourism
 - (b) Adventure and Sports Tourism
 - (c) Village and Rural Tourism
 - (d) Medical and Health Tourism
 - (e) Natural and Eco-tourism.
- 4** Answer any 4 questions in brief : **4×4=16**
- (a) How is travel agency different from tour operator ?
Explain.
 - (b) Write a short note on Grand Tour.
 - (c) Who were Marco Polo and Captain James Cook?
 - (d) Explain the term Dark Tourism with example.
 - (e) What are the aims and objectives of IATO towards the development of tourism?
- 5** Answer any two questions in detail : **2×14=28**
- (a) What are the 5 A's of tourism Industry ? Describe each A with examples.
 - (b) What are different types of tourist explain their characteristics.
 - (c) Explain in detail the International Civil Aviation Organisation and its working.
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