



Seat No. _____

HAD-010-1202006

First Year B. H. T. M. (Sem. II) Examination

May - 2023

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

Faculty Code : 010

Subject Code : 1202006

Time : $2\frac{1}{2}$ / Total Marks : 70

Instructions :

- (1) All questions carry 14 marks each:
- (2) Questions 1 is compulsory,
- (3) Attempt any four from Questions. 2 to 7

1 Do as directed :

7+7=14

a) Match the following :

$14 \times \frac{1}{2} = 7$

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|-------------------------------|--------------------|
| A. Periyar Wildlife Sanctuary | i. Karnataka |
| B. Kaziranga National Park | ii. Madhya Pradesh |
| C. Jim Corbett National Park | iii. Odisha |
| D. Sunderbans National Park | iv. Jaipur |
| E. Bandipur National Park | v. Kerala |
| F. Gol Gumbaz | vi. Delhi |
| G. Brihadeeswara Temple | vii. Madurai |
| H. Red Fort | viii. Rajasthan |
| I. Konark Sun Temple | ix. Assam |
| J. Khajuraho Temples | x. Uttarakhand |

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| K. Amer Fort | xi. Thanjavur |
| L. Meenakshi Temple | xii. Kolkata |
| M. Hawa Mahal | xiii. West Bengal |
| N. Victoria Memorial | xiv. Bijapur |

b) Fill in the blanks : 7×1=7

- i. _____, where travellers seek to improve their physical and mental health, is a growing trend in the tourism industry.
- ii. _____, where destinations become overcrowded with tourists, has become a growing concern in many popular destinations.
- iii. _____, where people can experience destinations through virtual reality technology, has become increasingly popular during the pandemic.
- iv. _____ can have both positive and negative impacts on destinations, including environmental, social, and cultural effects,
- v. _____ can be traced back to the 19th century when railways and steamships made travel more accessible.
- vi. The tourism industry is highly competitive, and destinations must constantly innovate and promote themselves to attract _____.
- vii. The concept of _____ tourism has emerged in recent years, promoting responsible and environmentally-friendly tourism practices.

- 2 What impact did the Silk Route have on the development of trade and cultural exchange between Asia and Europe? How did this route shape the history of the region?
- 3 How did the Industrial Revolution impact the development of travel and transportation, and what new forms of travel emerged during this time? What impact did the Great War have on the transportation system, and how did it change the way people approached travel and tourism? How did the industry recover in the aftermath of the war?

- 4 What are the different types of tourists, and how can they be classified?
 - 5 Define tourism. Explain its primary characteristics. What is the difference between a tourist, an excursionist, a day tripper, and a traveller?
 - 6 Evaluate the impact of the Sustainable Tourism Observatory (STO) on the development of sustainable tourism in the Asia Pacific region, and suggest ways in which STO could be improved.
 - 7 Analyse the role of the Travel Agents Association of India (TAAI) in the Indian tourism industry, and evaluate the challenges faced by TAAI in the current tourism landscape.
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