

Total Number of Questions : 20

Time : 2.00 Hours

Max. Marks : 100

1. Write a short note on the objectives and functions of TAAI. (3 Marks)
  2. Define FHRAI, its role and functions. (3 Marks)
  3. What is the key difference between a travel agent and a tour operator ? (3 Marks)
  4. How have the functions of a travel agency and tour operator changed with the advent of travel portals and rise of social media usage ? (3 Marks)
  5. Briefly describe about characteristics of tourism product. (3 Marks)
  6. Write functional difference between Immigration and Emigration. (3 Marks)
  7. Discuss in detail about the objectives, role and the functions of WTO. (5 Marks)
  8. Elucidate major tourism circuits of India. (5 Marks)
  9. Explain the tangible and intangible attributes of destination. (5 Marks)
  10. Expound the types and characteristics of destination. What are emerging tourism destinations of India ? (5 Marks)
  11. How did travel organisations in India employ virtual tours to sail through the Covid-19 era ? (5 Marks)
  12. What lead to the origination of the concept of sustainability in tourism ? Explain. (5 Marks)
  13. What is the significance and role of IATA in international ticketing which is integral to travel agency operation ? (5 Marks)
  14. Analyze challenges and opportunities of MICE Tourism in Kerala in Post Covid-19 Phase. (5 Marks)
  15. Discuss role of intermediaries in Distribution Channel of Tourism Business. (5 Marks)
  16. Write various Commercial Aviation Rights under 'Freedoms of Air' in Civil Aviation. (5 Marks)
  17. Explicate the prominent UNESCO's natural heritage sites of the world. Write a note on types of maps. (8 Marks)
  18. Discuss in brief the destination image formation process. Explain the brand building of products and destination. (8 Marks)
  19. Write an account of any four entrepreneurial ventures in 'tourism specific areas' with reference to India. (8 Marks)
  20. Describe different stages of 'Tourism Area Life Cycle' given by Butler. (8 Marks)
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