

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034****U.G. DEGREE EXAMINATION – ALLIED****FOURTH SEMESTER – APRIL 2023****UHT 4402 – TRAVEL AND TOURISM MANAGEMENT**

Date: 04-05-2023

Dept. No. 

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**SECTION A - K1 (CO1)****Answer ALL the Questions****(10 x 1 = 10)****1. Answer the following**

- a) Eco Tourism
- b) Brochure
- c) Motel
- d) UFTAA
- e) NASA

**2. Fill in the blanks**

- a) TAAI was founded in the year.....
- b) CRS stands for .....
- c) ROTEL stands for .....
- d) BRO Stands for .....
- e) IRCTC Stands for .....

**SECTION A - K2 (CO1)****Answer ALL the Questions  
10)****(10 x 1 =****3. Match the following**

- a) Red Fort - Adventure Tourism
- b) Kovalam - Spiritual Tourism
- c) Haridwar - Cultural Tourism
- d) Hornbill Festival - Historical Tourism
- e) Keezhadi - Heritage Tourism

**4. True or False**

- a) Tourism plays an important role in national development.
- b) Janta hotels were popularized in the third five-year plan.
- c) VISA stands for Visitors International Stay Admission.
- d) Inner Line Permit is needed for travel in Ladakh.
- e) India begins here is the Tourism Slogan of Kashmir.

**SECTION B - K3 (CO2)****Answer any TWO of the following in 200 words  
20)****(2 x 10 =**

- 5. Identify the role of Travel Agent in Tourism Industry.
- 6. Explain the functions of TTDC.
- 7. State the importance of accommodation facilities in Tourism promotion.
- 8. Explain the economic benefits of Tourism.

**SECTION C – K4 (CO3)**

**Answer any TWO of the following in 200 words  
20)**

**(2 x 10 =**

9. List the Freedoms of Air.

10. Analyze the role of TAAI in promoting tourism.

11. Examine the need for Market Research in Tourism.

12. Explain Destination Tourism.

**SECTION D – K5 (CO4)**

**Answer any ONE of the following in 500 words  
20)**

**(1 x 20 =**

13. Assess the role of Planning in Research.

14. Evaluate the impact of Tourism.

**SECTION E – K6 (CO5)**

**Answer any ONE of the following in 500 words  
20)**

**(1 x 20 =**

15. Elaborate the Types of Tourism.

16. a) Imagine that you are the Minister for Tourism, formulate a plan to develop Tourism with special reference to Tamil Nadu.

b) Prepare an itinerary for a three-day trip to Pondicherry.

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