

**M.A. DEGREE EXAMINATION —
JANUARY 2015.**

First Year

Tourism and Travel Studies

INTRODUCTION TO TRAVEL MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Is Travel and Tourism an industry? Justify.
2. Briefly explain the functions of a tour operator?
3. What is meant by the term Tourism Planning?
4. Explain the meaning of sustainable tourism development.
5. Write a short note on the Archaeological Survey of India.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the role of travel trade in the tourism and travel industry.
 7. Explain the steps involved in marketing Tour Packages.
 8. Examine the types of Planning in Tourism.
 9. How are Heritage and Archaeological sites preserved in India?
 10. What are the steps taken by the Government to protect and preserve environment and wildlife?
 11. Analyse the steps involved in Planning Tourism projects.
 12. Examine the various sources of income for a Tour Operator.
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