

**R3732**

**Sub. Code**

**645301**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025**

**Third Semester**

**Tourism Management**

**TOUR ITINERARY AND OPERATIONS**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What does "itinerary" mean? (CO1, K1)
  - (a) Map
  - (b) Planned route
  - (c) Passport
  - (d) Budget
  
2. The purpose of itinerary planning is to \_\_\_\_\_. (CO1, K2)
  - (a) Arrange travel smoothly
  - (b) Profit
  - (c) Overload activities
  - (d) Increase budget
  
3. Special Interest tours focus on \_\_\_\_\_. (CO2, K2)
  - (a) Generic tours
  - (b) Regular routes
  - (c) Niche needs
  - (d) Group tours

4. Expand FIT. (CO2, K1)
- (a) Free Interest tours
  - (b) Fast individual tours
  - (c) Fast Independent tours
  - (d) Free independent tours
5. What is 'markup'? (CO3, K3)
- (a) Raising selling price above cost
  - (b) Lowering price
  - (c) Ignoring cost
  - (d) Free trips
6. A cost sheet shows \_\_\_\_\_. (CO3, K2)
- (a) Income only
  - (b) Expense and profit
  - (c) Only taxes
  - (d) Loss
7. The purpose of guest comment sheet is \_\_\_\_\_. (CO4, K2)
- (a) Feedback
  - (b) Promotions
  - (c) Budgeting
  - (d) Tax audit
8. Pick-up and drop process is part of \_\_\_\_\_. (CO4, K2)
- (a) Marketing
  - (b) Costing
  - (c) Operations
  - (d) Tour guiding
9. \_\_\_\_\_ is a key communication skill. (CO5, K2)
- (a) Good Jokes
  - (b) Loud voice
  - (c) Relaxed nature
  - (d) Clear and polite Speech
10. Difficult tourists require \_\_\_\_\_. (CO5, K2)
- (a) Ignoring
  - (b) Conflict
  - (c) Delay
  - (d) Firm Handling

**Part B**

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Describe the meaning and importance of itinerary. (CO1, K2)

Or

- (b) Discuss the Do's and Dont's of Itinerary preparation. (CO1, K2)

12. (a) Explain the components of package Tours. (CO2, K2)

Or

- (b) Differentiate between FIT and GIT. (CO2, K3)

13. (a) Write a brief note on standard procedures for pickup and drop. (CO4, K2)

Or

- (b) How do you analyze comments of Guest and Service providers? (CO4, K3)

14. (a) State the pricing strategies in detail. (CO3, K2)

Or

- (b) Give a brief account of Thomas cook. (CO3, K2)

15. (a) Mention the typical Day-to-day problems in group management. (CO5, K2)

Or

- (b) How do you handle emergency situation in group management. (CO5, K3)

**Part C**

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain the types of itinerary in detail. (CO1, K2)

Or

- (b) Discuss the resources and steps for itinerary planning. (CO1, K2)

17. (a) Compare and contrast tour packages classification. (CO2, K3)

Or

- (b) Describe the tour formulation and designing process. (CO2, K2)

18. (a) What is tour pricing? How do you calculate tour price? (CO3, K3)

Or

- (b) Explain and elucidate the components of tour cost. (CO3, K2)

19. (a) Describe the operation of package tour from confirmation of tour till distribution of customized itinerary. (CO4, K2)

Or

- (b) Mention the Do's and Don'ts of sightseeing. (CO4, K2)

20. (a) Give a detailed account of Group control and setting limits in group management. (CO5, K2)

Or

- (b) List out the ethical and professional considerations in Group management. (CO5, K1)

**R3733**

**Sub. Code**

**645302**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025**

**Third Semester**

**Tourism Management**

**ECO-TOURISM AND SUSTAINABLE DEVELOPMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. An example of eco-tourism in India is : (CO1, K2)
  - (a) Goa beach night life
  - (b) Jim Corbett National Park Safaris
  - (c) Urban Theme Parks
  - (d) Shopping malls in metros
  
2. Which activity best supports sustainable development in India (tourism)? (CO1, K2)
  - (a) Constructing Theme Parks
  - (b) Promoting cultural heritage tours
  - (c) Allowing unrestricted tourism access
  - (d) Building malls in eco-sensitive areas

3. The three pillars of sustainable development are : (CO2, K2)
- (a) Economic, environmental, political
  - (b) Economic, environmental, social
  - (c) Financial, environmental, legal
  - (d) Social, cultural, economic
4. Which global agreement focuses on climatic change and sustainability? (CO2, K2)
- (a) GATT
  - (b) Kyoto Protocol
  - (c) SAARC Treaty
  - (d) Bretton Woods Agreement
5. Sustainable development means : (CO3, K2)
- (a) development that meets only current needs
  - (b) development without considering the environment
  - (c) meeting present needs without compromising future generations
  - (d) unlimited use of resources
6. Which of the following organisations promote eco-tourism globally? (CO3, K2)
- (a) IMF
  - (b) WTO
  - (c) UNESCO
  - (d) The International Eco-tourism Society (TIES)

7. What is the first step in planning for sustainable tourism?  
(CO4, K2)
- (a) Building hotels
  - (b) Creating marketing strategies
  - (c) Assessing environmental and cultural resources
  - (d) Selling ticket prices
8. Carrying capacity in tourism planning refers to :  
(CO4, K2)
- (a) Number of tourists a bus can hold
  - (b) Tourist flow during peak seasons
  - (c) Maximum visitors without degrading the environment and community
  - (d) Capacity of hotels in a city
9. Which tool is used to assess environmental impacts in tourism planning?  
(CO5, K2)
- (a) SWOT analysis
  - (b) EIA (Environmental Impact Assessment)
  - (c) ROI (Return on Investment)
  - (d) GDP measurement
10. Tourism zoning is used to :  
(CO5, K2)
- (a) expand urban tourism areas
  - (b) limit local community access
  - (c) designate specific areas for tourism development
  - (d) avoid tourist taxes

**Part B**

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) What is eco-tourism? Explain its importance in promoting sustainable development. (CO1, K2)

Or

- (b) Examine the positive and negative impacts of eco-tourism on the environment and local communities. (CO1, K2)

12. (a) How can sustainable tourism development? Support the goals of biodiversity conservation, climate action and rural development? (CO2, K2)

Or

- (b) Examine the benefits and challenges of implementing sustainable tourism in developing countries. Illustrate your answer with examples from India. (CO2, K2)

13. (a) How can technology and innovation support planning for sustainable tourism? Discuss tools like GIS, carbon footprint calculations and digital tourism platforms in effective tourism planning. (CO3, K2)

Or

- (b) Explain the importance of community participation in the planning of sustainable tourism. (CO3, K2)

14. (a) Discuss the key ecological, economic and socio-cultural approaches to sustainable tourism. (CO4, K2)

Or

- (b) What is responsible tourism? Discuss how tourists, governments and businesses can adopt responsible practices. (CO4, K2)

15. (a) How have agencies like the UN, UNEP and UNESCO influenced global sustainability efforts? (CO5, K2)

Or

- (b) Tourism is both a victim and a contribution to climate change. Discuss this relationship with suitable example. (CO5, K2)

**Part C**

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explore the role of eco-tourism activities in promoting environmental education and awareness. (CO1, K2)

Or

- (b) Discuss the importance of eco tourism in the conservation of protected areas. Identify key eco-tourism destinations within protected areas in India and globally and evaluate the benefits and challenges of promoting eco-tourism in these areas. (CO1, K2)

17. (a) Explain in brief, the conventions and international guidelines supporting sustainable tourism. (CO2, K3)

Or

- (b) Explain the ethical principles, ethical problems and solutions in sustainable tourism. (CO2, K2)

18. (a) What are the types of community participation in sustainable tourism? (CO3, K2)

Or

- (b) What are the challenges in promoting responsible travel and community involvement? (CO3, K2)

19. (a) Explain the concept of pro-poor tourism. Evaluate its approaches, benefits and challenges using few examples. (CO4, K2)

Or

- (b) Cite and explain few environmental laws and policy frameworks supporting alternative tourism. (CO4, K2)

20. (a) What is the role of NGOs and Civil Society in sustainable tourism? (CO5, K2)

Or

- (b) Explain the Draft National Tourism Policy (2022) that emphasizes responsible tourism and local empowerment. (CO5, K2)

**R3734**

**Sub. Code**

**645303**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025**

**Third Semester**

**Tourism Management**

**DESTINATION PLANNING AND DEVELOPMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Tourism destination is constituted by \_\_\_\_\_ elements (CO1, K1)  
(a) 4 (b) 5  
(c) 6 (d) 7
2. Demand and \_\_\_\_\_ are the two sub-systems of tourism system (CO1, K1)  
(a) Market (b) Product  
(c) Package (d) Supply
3. DMS refers to \_\_\_\_\_ (CO2, K2)  
(a) Demand Managing System  
(b) Destination Marketing Supply  
(c) Destination Management System  
(d) Design Multiplying System

4. \_\_\_\_\_ is an essential activity to achieve the goals of tourism development (CO2, K1)
- (a) planning (b) gaming  
(c) writing (d) singing
5. WTTC is also known as \_\_\_\_\_ (CO3, K1)
- (a) World Tourism and Trip Committee  
(b) World Tourism and Travel Council  
(c) World Travel and Tourism Committee  
(d) World Trip and Travel Committee
6. \_\_\_\_\_ planning in tourism is aimed at prevention and reduction of crises and disaster through sensing potential problems (CO3, K2)
- (a) tourism (b) destination  
(c) proper (d) contingency
7. \_\_\_\_\_ image is defined as the sum of beliefs ideas and impressions that a person has of a destination (CO4, K1)
- (a) contingency (b) planning  
(c) destination (d) mirror
8. DMO refers to \_\_\_\_\_ (CO4, K1)
- (a) Destination Management Organization  
(b) Destination Marketing Organization  
(c) Demand Market Organization  
(d) Demand Management Organization
9. An example of ancillary services that is considered as a framework of tourism destination is \_\_\_\_\_ (CO5, K2)
- (a) Heritage (b) Vehicles  
(c) Banks (d) Cruise

10. The head quarters of UNWTO is located in \_\_\_\_\_ (CO5, K2)
- (a) France (b) Germany  
(c) Italy (d) Spain

**Part B** (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) State the various elements of tourist destination. (CO1, K2)
- Or
- (b) Describe the characteristics of a successful destination. (CO1, K2)
12. (a) Explain the guidelines for destination planning. (CO2, K2)
- Or
- (b) Describe destination management systems. (CO2, K2)
13. (a) Outline the characteristics of regional tourism planning and development. (CO3, K2)
- Or
- (b) Discuss the importance of demand and supply match in tourism planning. (CO3, K2)
14. (a) Explain destination image formation process. (CO4, K2)
- Or
- (b) Explain product development and packaging in destination development. (CO4, K2)
15. (a) Evaluate the WTO guidelines for planners. (CO5, K3)
- Or
- (b) Explain the characteristics of rural tourism planning. (CO5, K3)

**Part C**

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) Discuss the role of stake holders in destination management. (CO1, K4)

Or

- (b) Explain destination management organization (DMO). (CO3, K2)

17. (a) Describe the characteristics of destinations. (CO1, K2)

Or

- (b) Outline the various types of destination. (CO1, K2)

18. (a) Explain the basis principles of sustainable tourism. (CO2, K4)

Or

- (b) Describe contingency planning with examples. (CO3, K2)

19. (a) Outline destination branding perspectives and its challenges. (CO4, K2)

Or

- (b) Discuss the attributes of destinations. (CO4, K4)

20. (a) Appraise the various national planning policies for destination development. (CO5, K3)

Or

- (b) Summarize Public Private Partnership (PPP) in destination development. (CO5, K3)

**R3735**

**Sub. Code**

**645304**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025**

**Third Semester**

**Tourism Management**

**BUSINESS RESEARCH METHODOLOGY**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. Working in a scientific way to search for truth of any problem is called as \_\_\_\_\_ (CO1, K3)
  - (a) hypothesis
  - (b) review of literature
  - (c) sampling
  - (d) research
2. Research carried out to solve an immediate problem is \_\_\_\_\_ (CO1, K3)
  - (a) longitudinal research
  - (b) action research
  - (c) quick research
  - (d) applied research

3. A sample in which each member of the population has an equal chance of being selected is called as \_\_\_\_\_  
(CO2, K2)
- (a) cluster sample
  - (b) stratified sample
  - (c) random sample
  - (d) convenience sample
4. Exploratory data collection and hypothesis testing are the two functions of \_\_\_\_\_  
(CO2, K2)
- (a) theory testing
  - (b) research design
  - (c) exploratory data collection
  - (d) hypothesis testing
5. A \_\_\_\_\_ is conducted to detect weakness in research instruments design.  
(CO3, K1)
- (a) Questionnaire
  - (b) Sampling
  - (c) Interview
  - (d) Pilot study
6. An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner is a \_\_\_\_\_.  
(CO3, K1)
- (a) Case study
  - (b) Pre-testing
  - (c) Focus group
  - (d) Observation

7. \_\_\_\_\_ is the primary purpose of tabulation. (CO4, K6)
- (a) To organize and summarize data in a table
  - (b) To collect primary data
  - (c) To interpret data for a specific audience
  - (d) To collect secondary data
8. The median is the middle value of a dataset when it is arranged in \_\_\_\_\_ order. (CO4, K6)
- (a) ascending
  - (b) descending
  - (c) both ascending and descending
  - (d) none of the above
9. \_\_\_\_\_ is a inferential statistics. (CO5, K5)
- (a) Developing a hypothesis
  - (b) Testing hypothesis
  - (c) Directional hypothesis
  - (d) Simple hypothesis
10. The final step in the research process is \_\_\_\_\_ (CO5, K5)
- (a) Hypothesis testing
  - (b) Tabulation
  - (c) Data analysis
  - (d) Report writing

**Part B**

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) Explain the significance of hypothesis. (CO1, K3)

Or

- (b) Outline the importance of good research. (CO1, K3)

12. (a) Simplify and mention the components and use of research design. (CO2, K2)

Or

- (b) Examine the difference between census and sampling. (CO2, K2)

13. (a) Define questionnaire and classify its types. (CO3, K1)

Or

- (b) Distinguish and discuss various techniques used in interview. (CO3, K1)

14. (a) Explain the measures of central value. (CO4, K6)

Or

- (b) Analyze and explain what is meant by mean deviation and standard deviation. (CO4, K6)

15. (a) Explain the importance of research report. (CO5, K5)

Or

- (b) Evaluate the lay out and features of a good research report. (CO5, K5)

**Part C**

(5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain the types of research with examples. (CO1, K3)

Or

- (b) Outline the process involved in carrying out research. (CO1, K3)

17. (a) Interpret the essentials of a good sampling. (CO2, K2)

Or

- (b) Explain in detail the factors affecting the size of the sample with examples. (CO2, K2)

18. (a) Examine the types of sources in research methodology. (CO3, K1)

Or

- (b) Give a detailed account on the techniques used in collection of data. (CO3, K1)

19. (a) Summarize the measures of dispersion with examples. (CO4, K6)

Or

- (b) Distinguish in detail the various measures of relationship. (CO4, K6)

20. (a) Describe the steps involved in drafting a research report. (CO5, K5)

Or

- (b) Elucidate the significance of hypothesis testing and its types. (CO5, K5)
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**R3736**

**Sub. Code**

**645503**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025**

**Third Semester**

**Tourism Management**

**Elective : TOURISM FRENCH**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Choisissez la meilleure réponse.

1. En France, beaucoup de noms de famille sont à l'origine ceux d'une \_\_\_\_\_. (CO1, K1)  
(a) classe (b) caste  
(c) profession (d) activité
2. Lorsque les Français se disent bonjour, ils \_\_\_\_\_. (CO1, K1)  
(a) s'embrassent (b) se serrent la main  
(c) se baisent (d) se caressent
3. Les hôtels traditionnels ne sont pas équipés de \_\_\_\_\_. (CO2, K2)  
(a) suite  
(b) système de climatisation  
(c) restaurant  
(d) parking

4. Comment traduisez-vous 'Remise en forme' \_\_\_\_\_ en anglais? (CO1, K2)  
(a) Fitness (b) Rehabilitation  
(c) Recuperation (d) Strength
5. Les nouveaux hôtels de catégorie 2 étoiles disposent souvent d' \_\_\_\_\_. (CO1, K2)  
(a) une piscine (b) un bar  
(c) salle de réunion (d) une plage
6. La loi oblige les hôtels à afficher leur \_\_\_\_\_ à l'entrée de l'établissement. (CO1, K1)  
(a) menu (b) prix  
(c) affiche (d) annonce
7. En France, on demande une empreinte de \_\_\_\_\_ comme garantie lors de l'enregistrement. (CO1, K2)  
(a) carte bancaire  
(b) passeport  
(c) visa  
(d) chèque
8. La plus forte concentration des hôtels français se trouve dans \_\_\_\_\_. (CO1, K2)  
(a) L'Ile-de France (b) L'Aquitaine  
(c) L'Alsace (d) La Bretagne
9. \_\_\_\_\_ constitue pour les français une nuisance importante qu'ils cherchent à éviter. (CO1, K1)  
(a) Le calme (b) Le bruit  
(c) La paix (d) La climatisation



12. (a) Construisez des dialogues: (CO3, K3)

Ex : un numéro, un train, 246

Quel est le numéro de ce train?

246

- (i) une adresse, un restaurant, 64, M G Road
- (ii) des horaires, un magasin, 10h00 à 20h30
- (iii) un prix, un collier, 580 roupies
- (iv) des températures minimum et maximum, une ville, 5-48° C
- (v) une population, une ville, 1,600,000

Ou

(b) Reconstituez les phrases: (CO3, K3)

- (i) aider / je / vous / est-ce que / peux
- (ii) voulez / rester / vous / nuits / est-ce que / combien de
- (iii) des suites / il / seulement / reste
- (iv) est / chambre / le prix / quel / d'une
- (v) peu / je / un / français / parle

13. (a) Construisez des dialogues: (CO3, K3)

Ex : une chambre, 3500 roupies, plus les taxes

Quel est le prix d'une chambre?

3500 roupies, plus les taxes

- (i) un billet Mumbai / Bangalore, 4200 roupies
- (ii) une excursion à Kanyakumari, 600 roupies, avec les repas
- (iii) une voiture pour une heure, 200 roupies, plus l'essence
- (iv) une chambre dans un hôtel 3 étoiles a Paris, 1000 francs
- (v) un ticket de bus en France, 7 francs

Ou

- (b) Construisez des dialogues: (CO3, K3)  
Ex: monsieur, une chambre pour 2 personnes  
Bonjour monsieur, Est-ce que je peux vous aider?  
Oui, Je voudrais une chambre pour deux personnes.
- (i) madame, une voiture pour l'aéroport
  - (ii) monsieur, 2 billets pour le récital
  - (iii) madame, une enveloppe pour une carte postale
  - (iv) messieurs-dames, un guide pour visiter les temples
  - (v) monsieur, un souvenir pour ma famille

14. (a) Construisez des dialogues: (CO3, K3)  
Ex : nuits, rester, 5  
Combien de nuits est-ce que vous voulez rester?  
Cinq
- (i) dollars, changer, 1000
  - (ii) places, réserver, 3
  - (iii) jours, passer à Darjeeling, 4
  - (iv) repas piquenique, commander, 6
  - (v) mangues, acheter, 10

Ou

- (b) Construisez des dialogues: (CO3, K3)  
Ex: madame, réservation
- Bonjour madame, j'ai votre réservation.
  - Merci.
  - A votre service.
  - (i) monsieur, numéro de téléphone
  - (ii) madame Petit, confirmation
  - (iii) monsieur Baud, billet
  - (iv) madame, passeport
  - (v) messieurs-dames, programme

15. (a) Construisez des phrases: (CO3, K3)

Ex : nom, épeler

Excusez-moi. Est-ce que vous pouvez épeler votre nom?

- (i) question, répéter
- (ii) chèque, signer
- (iii) nom, écrire
- (iv) réservation, confirmer
- (v) adresse, écrire

Ou

- (b) Construisez des phrases: (CO3, K3)

Ex: une pellicule photo

Je voudrais une pellicule photo Oui, un instant s'il vous plait!

- (i) Un plan
- (ii) Une brochure
- (iii) Une voiture
- (iv) Une carte de la region
- (v) Un guide

### Section C

(5 × 8 = 40)

Répondez à toutes les questions en choisissant (a) ou (b)

16. (a) Imaginez le dialogue: Le client demande à l'employé s'il parle français. L'employé répond affirmativement et propose son aide. Le client dit qu'il veut changer des francs français en travellers cheques. L'employé demande le montant. Le client donne le montant. L'employé demande de signer les chèques. Le client signe les chèques et les donne. L'employé demande de donner le passeport. Le client donne son passeport. L'employé demande de signer le reçu, remet l'argent, le reçu et le passeport. L'employé remercie et prend congé. (CO3, K6)

Ou

- (b) Jouez la situation: L'employé demande au client de remplir une fiche. Le client remplit la fiche et la rend. L'employé demande au client de signer. Le client signe et rend la fiche. L'employé remercie. Le client demande le numéro de la chambre. L'employé indique le numéro de chambre et remet la clé. Il dit qu'il appelle un porteur et souhaite un bon séjour.

(CO3, K6)

17. (a) Rédigez un dialogue entre le client et la réceptionniste. Vous appréciez le meilleur service que les membres de l'hôtel vous ont accordé.

(CO3, K6)

Ou

- (b) Vous allez à l'hôtel Ibis pour passer deux jours. Décrivez la chambre d'hôtel !

(CO3, K6)

18. (a) Le client salue et dit qu'il a réservé. L'employé salue et demande son nom au client. Le client donne son nom. L'employé fait patienter le client et vérifie la durée du séjour. Le client confirme et dit qu'il n'aime ni le bruit ni la chaleur. L'employé attribue une chambre au client. Imaginez le dialogue.

(CO3, K6)

Ou

- (b) Jouez la situation: L'employé salue un groupe de touristes, donne son nom, dit qu'il est le guide du groupe. Il souhaite la bienvenue dans la ville, la région ou le pays. Les touristes saluent et donnent leurs noms.

(CO3, K6)

19. (a) Le client n'est pas content de sa chambre. Il y a trop de bruit. Il veut changer la chambre. Imaginez le dialogue. (CO3, K6)

Ou

- (b) Imaginez un dialogue entre la réceptionniste et un client. L'hôtel est complet. Le client veut absolument une chambre dans cet hôtel. (CO3, K6)

20. (a) L'employé salue. Le client salue et dit qu'il a une réservation. L'employé demande à quel nom. Le client donne son nom. L'employé demande comment s'écrit le nom. Le client épèle son nom. L'employé confirme l'existence de la réservation et souhaite la bienvenue. Jouez la scène. (CO3, K6)

Ou

- (b) Vous êtes le réceptionniste. Deux clients sont mécontents. Imaginez le dialogue. (CO3, K6)

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**R3737**

**Sub. Code**

**645504**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2025**

**Third Semester**

**Tourism Management**

**Elective : RECENT TRENDS IN TRAVEL AND TOURISM  
MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct option.

1. What does 'smart tourism' rely on mainly (CO1, K1)
  - (a) Traditional marketing strategies
  - (b) Manual customer service
  - (c) Integration of ICT, IoT and AI technologies
  - (d) Printed brochures
  
2. Which of the following platforms is most commonly used for online hotel bookings? (CO1, K1)
  - (a) Google maps
  - (b) Expedia
  - (c) Wikipedia
  - (d) Amazon

3. What is the primary focus of wellness tourism? (CO2, K1)
- (a) Business networking
  - (b) Health, relaxation and mental well being
  - (c) Attending political conferences
  - (d) Environmental activism
4. Agro tourism mainly involves (CO2, K1)
- (a) City sightseeing
  - (b) Staying on farms and learning about agriculture
  - (c) Visiting art galleries
  - (d) Shopping in malls
5. What is the main goal of slow travel? (CO3, K1)
- (a) To cover more destinations in less time
  - (b) To maximise luxury stay
  - (c) To travel quickly by air
  - (d) To spend more time at fewer places and experience local life
6. Travel inspired by social media influences and trends is known as (CO3, K1)
- (a) Nomadic travel
  - (b) Smart tourism
  - (c) Instagrammable travel
  - (d) Heritage travel

7. One of the biggest impacts of mass tourism on heritage sites is (CO4, K1)
- (a) Increased agricultural production
  - (b) Enhanced biodiversity
  - (c) Cultural erosion and physical degradation
  - (d) Decreased local population
8. A major challenge of climate change for coastal tourism destination is (CO4, K1)
- (a) Tourism tax increase
  - (b) High internet charges
  - (c) Sea level rise and coastal erosion
  - (d) More theme parks
9. What type of threat is terrorism to tourism (CO5, K1)
- (a) Natural threat      (b) Economic threat
  - (c) Security threat      (d) Environmental threat
10. Which of the following is an economic threat to the tourism industry (CO5, K1)
- (a) Inflation and fluctuating currency rates
  - (b) High biodiversity
  - (c) Tourism attractions
  - (d) Mobile booking apps

**Part B**

(5 × 5 = 25)

Answer **all** questions not more than 500 words each.

11. (a) What is the role and importance of IT in the tourism industry? (CO1, K2)

Or

- (b) Explain the key applications of IT in tourism. (CO1, K2)

12. (a) Explain solo and women-centric travel with a few examples. (CO2, K2)

Or

- (b) What is health and wellness tourism? Cite some examples in India. (CO2, K2)

13. (a) Explain experiential and local immersion travel in India. (CO3, K2)

Or

- (b) What is transformative travel and cite few examples in India. (CO3, K2)

14. (a) Explain how political instability and terrorism reduce tourist inflow. (CO4, K2)

Or

- (b) Explain how environmental degradation and over tourism can bring negative impacts to the tourism industry. (CO4, K2)

15. (a) What are the cultural and social throats affecting tourism of a region? (CO5, K2)

Or

- (b) What are the impact of technological threats to tech-saving travellers? (CO5, K2)

**Part C** (5 × 8 = 40)

Answer **all** questions not more than 1000 words each.

16. (a) Explain the use of VR (Virtual Reality) and AR (Augmented Reality) in tourist sites. (CO1, K3)

Or

- (b) Explain the role of digital marketing and social media in the tourism industry. (CO1, K3)

17. (a) Evaluate the trend of experiential and cultural tourism in the 21<sup>st</sup> century. Why travellers are seeking authentic, local experiences? (CO2, K3)

Or

- (b) What is the impact of wellness and medical tourism an global travel patterns? (CO2, K3)

18. (a) Analyze how social media and influencer culture are shaping travel trends and distraction choices among youth. (CO3, K3)

Or

- (b) What are the new patterns in traveler profiles? Solo travel, women centric travel and bleisure? (CO3, K3)

19. (a) Discuss the environmental challenges faced by the travel and tourism industry. (CO4, K3)

Or

- (b) Examine the challenges posed by health and safety concerns in tourism. How can destination adapt to ensure secure and hygiene travel? (CO4, K2)

20. (a) Evaluate socio-cultural threats in tourism. (CO5, K3)

Or

- (b) How do terrorism, civil unrest and geopolitical tensions influence travel decisions? (CO5, K2)
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