

MAHATMA GANDHI UNIVERSITY, KOTTAYAM MGU-UGP (HONOURS)

FIRST SEMESTER EXAMINATION

(2024 ADMISION ONWARDS)

BTTM (Hons)

MG1DSCTTM100 - INTRODUCTION TO TOURISM

Duration: 1: 30 hrs

Maximum Marks: 50

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

Part A

Short Answer Questions

Answer Any five Questions

Each question carries 2 marks

1. Define Tourism. [K] [CO1]
2. List the geographical elements of tourism. [K] [CO1]
3. Identify the major travel intermediaries. [U] [CO1]
4. State the difference between Push and Pull Factors. [U] [CO2]
5. Differentiate between Sunlusts and Wanderlusts. [U] [CO2]
6. Identify the two aspects of international tourism. [U] [CO3]
7. Define Volume statistics in tourism measurement. [K] [CO3]
8. List the major tourism schemes of Govt. of India. [K] [CO4]

[5x2=10 marks]

Part B

Short Essay Questions

Answer Any five Questions

Each question carries 5 marks

9. Identify and explain the reasons for birth of modern mass tourism. [K] [CO1]
10. Describe Maslow's Need Hierarchy Theory. [U] [CO2]
11. Recall the concept and types of travel motivation. [K] [CO2]
12. Discuss alternative forms of tourism with suitable examples. [U] [CO3]

13. Explain the different methods used for statistical measurement in tourism. [U] [CO3]
14. Analyse the role of Sargent Committee in the development of Tourism in India. [An] [CO4]
15. Examine the role and functions of Department of Tourism, Govt of India. [An] [CO4]

[5x5=25 marks]

### Part C

#### Long Essay Questions

Answer Any one Question. Each Carries 15 marks

16. Discuss the positive and negative Impacts of Tourism Development. [U] [CO3]
17. Explain Tourism Area Life Cycle model in detail. [U] [CO3]
18. Examine the role and functions of Ministry of Tourism, Govt. of India. [An] [CO4]

[1x15=15 Marks]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM MGU-UGP (HONOURS)

FIRST SEMESTER EXAMINATION

(2024 ADMISION ONWARDS)

MG1MDCTTM100 - FUNDAMENTALS OF ADVENTURE TOURISM

Duration: 1 hr

Maximum Marks: 35

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Answer Questions

Answer Any five Questions

Each question carries 2 marks

1. Define Adventure Tourism. [K] [CO1]
2. Name any three adventure tourism destinations in Kerala and mention one activity offered at each location. [K] [CO1]
3. What equipment is required for scuba diving? [U] [CO2]
4. What is soft adventure tourism. Give one example [U] [CO2]
5. Identify the components of adventure tourism. [U] [CO1]
6. List two challenges faced by the adventure tourism industry in India. [K][CO1]
7. Mention two environmental impacts of adventure tourism? [U] [CO3]
8. State the concept of sustainable adventure tourism. [K [CO4]

[5x2=10 marks]

Part B

Short Essay Questions

Answer Any Two Questions

Each question carries 5 marks

9. Describe the safety standards required for air-based adventure tourism activities. [U] [CO2]
10. Describe various land-based adventure activities with examples. [U] [CO2]
11. Discuss the importance of risk management in adventure tourism. [A] [CO3]

12. Analyse the potentials of Kerala as an adventure destination.

[An] [CO3]

[2x5=10 marks]

Part C

Long Essay Questions

Answer Any one Question which carries 15 marks

16. Explain the positive and negative Impacts of Adventure Tourism Development.

[An] [CO3]

17. Examine the role of local community involvement in sustainable adventure tourism development?

[An] [CO4]

18. Examine the effectiveness of marketing and promotional strategies used by adventure operators in Kerala with relevant examples.

[An] [CO4]

[1x15=15 Marks]

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**  
MGU-UGP (HONOURS) FIRST SEMESTER EXAMINATION

(2024 ADMISSION ONWARDS)

MG1MDCTTM101 - Eco-Tourism

Duration: 1Hr

Maximum Marks: 35

*Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.*

**Part A: Answer any 5 Questions. Each Question Carries 2mark**

1. Identify the International year of Ecotourism (IYE). [K] [CO1]
2. Explain the significance of Farm tourism in a destination. [U] [CO3]
3. Analyse the concept of psychological carrying capacity in tourism. [An] [CO4]
4. Identify the community benefits of Ecotourism Projects. [K] [CO1]
5. Discuss the conservational aspects of eco-tourism destinations. [U] [CO3]
6. List any two challenges of ecotourism. [K] [CO3]
7. Identify and list important wildlife tourism destinations in Kerala. [U] [CO2]
8. List two Heritage sites in Ernakulam District. [U] [CO2]

[5x2= 10 marks]

**Part B: Answer any 2 Questions. Each Question Carries 5 marks**

9. Describe any three National Parks in Kerala. [U] [CO2]
10. Relate how culture and heritage are important in Tourism. [U] [CO2]
11. Demonstrate current trends in eco-tourism through relevant examples. [A] [CO4]
12. Examine the role of eco- tourism policy for eco- tourism development. [An] [CO3]

[2x5= 10 marks]

**Part C: Answer Any One Question. Each Question Carries 15 marks**

13. Explain how the wildlife sanctuaries in Kerala contribute to tourism growth. [U] [CO1]
14. Analyse the impact of natural attractions on the economic growth of tourism destinations. [An] [CO2]
15. Demonstrate the goals and functions of WWF. [A] [CO4]

[1x15= 15 Marks]