8. What do you understand by alternative tourism?

7. Comment on MNCs in tourism industry.

6. Enumerate the emerging areas of tourism.

5. What are the interdisciplinary approaches to tourism?

4. What are the types of attractions.

3. Examine major motivations to travel.

2. Examine the classification of tourists.

1. Answer any FIVE questions out of the following.

PART A — (5 x 6 = 30 marks)

Maximum: 100 marks

Time: Three hours

TOURISM PRINCIPLES AND PRACTICES

Tourism

Third Semester

DECEMBER 2014/ JANUARY 2015

M.B.A. DEGREE EXAMINATION

MBTM 3001

MBTM 3001

 modified cost in their business. Reason for sales Asahi to make some

(c) What all could be the basic

Asahi to minimize the impacts?

(b) What are the initiatives taken by Sales

Asahi.

(a) Identify the various services provided by

Case Study Questions:

also minimizing fertilizer costs.

from their garden is recycled, saying that cost, and

are more efficient has meant that all green waste

months. Installing a warm farm and multiple

paperback period for the added initial cost is 12

imported Danish model, saying around $40 per

month in power charges. Those savings mean a

replaced a standard domestic heater with an

with bulbs still aesthetically pleasing. They

benefit has been a 10 time increase in bulb life.

bathroom. 50 watts initially installed. This resulted

(EL) fluorescent bulbs to replace the older

low energy light sources. In particular sourcing

project. These include flattening and then installing

further changes since becoming involved in the

Ashore subsequently has implemented several
PART B — (5 x 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Briefly explain the role and functions of UNWTO as a tourism organisation.

10. Elucidate the present trends in domestic and global tourism.

11. Bring out the significance of 12th five car plan for tourism development and promotion in India.

12. Explain the global code of conduct for safe and sustainable tourism.

13. Discuss on the importance and impacts made by national action plan of 1992 in Indian tourism sector.

14. Analyze the role of Department of Tourism, Govt of Pondicherry for tourism promotion in the state.

15. Discuss the Mathieson and Wall Model of Travel Buying Behaviour.

16. Discuss the importance of medical tourism in India.

PART C — (1 x 20 = 20 marks)

Compulsory.

17. Tour Operation:

Peter & Iris Tait are husband and wife tourism operators whose business “Sails Ashore” has provided hosted accommodation, guided walks and tours for the last 9 years on Stewart Island. They have around 50% domestic and 50% international customers. They believe that as well as having a great destination for their guests, their commitment to having a quality product and their personal service are all factors which affect the success of their business. To Sails Ashore sustainability means minimizing their “footprint” on the community and on their environment. Their focus is on being more energy efficient, minimizing waste and maximizing food from their garden in their journey to become a more sustainable business. The initial motivation was the very high cost of energy on Stewart Island. They have spent little money, but a lot of time, mainly in research, since becoming involved in the Sustainable Tourism South Charter project. The project encouraged them to open other avenues of investigation, particularly in energy conservation and alternative technology. Their building was initially designed with double glazed windows and heavy duty insulation throughout as well as a large sunroom to harvest solar radiation. Sails