



WEST BENGAL STATE UNIVERSITY
B.A./B.Com. Honours 6th Semester Examination, 2021

BATACOR14T-TOURISM AND TRAVEL MANAGEMENT (CC14)

INTRODUCTION TO TRAVEL MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

Write any five questions from the following

2×5 = 10

1. Why is UNWTO important?
2. How do NGOs help in tourism development?
3. Which is the first luxury train in India?
4. What is a coach in tourism?
5. Who made the first cruise?
6. Which is the biggest cruise ship in the world?
7. Which is the oldest cruise ship still in service?
8. What is the importance of business travel?
9. Mention the duties of Ground Handling Crew.
10. Mention two functions of an outbound tour operator.
11. What are the essential documents required for outbound tour?
12. Define RTW ticket.
13. How tourists choose a destination?
14. What is open jaw ticket?
15. What is phonetic alphabet in tourism?
16. How does foreign exchange affect tourism?

GROUP-B

Write any *four* questions from the following

5×4 = 20

17. Mention the steps of itinerary planning.
18. Differentiate between NRI and PIO.
19. How can we market India as a destination among NRIs?
20. What are the reasons for the rapid growth of cruise tourism?
21. Write in detail on 'Palace on Wheels'.
22. Discuss the role of government in promoting tourism.
23. Mention the functions of a travel agency.
24. Why are destination management plans important?
25. Name different approaches of tourist destination planning.
26. State two functions of PATA in regional level tourism planning.
27. Write in short the functions of ITDC.
28. What is tourism task force?

GROUP-C

Write any *two* questions from the following

10×2 = 20

29. Write the role and functions of a tour operator.
30. Prepare an itinerary for NRIs living in Europe, luring them to trace their routes.
31. What is the importance of Cruise Industry in the world economy?
32. Discuss the importance of accommodation sector in the tourism industry.
33. Mention the strategic objectives on National Tourism Policy 2002.
34. What is tour package and clearly discuss its components?
35. What are the major characteristics of National Action Plan 1992?
36. What is the nature of informal sector in tourism? List out five major areas of difference between the formal and informal sector in tourism.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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