LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

U.G. DEGREE EXAMINATION – **ALLIED OPTIONAL**

FOURTH SEMESTER – **APRIL 2022**

UHT 4402 – TRAVEL AND TOURISM MANAGEMENT

Date: 27-06-2022 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

PART – A

Q. No ANSWER ANY TEN OF THE FOLLOWING IN FIVE LINES: (10X2=20)

1 Motel

2 CRS

3 WTO

4 Retail Travel Agency

5 Heritage Buildings

6 Dark Tourism

7 Itinerary

8 Trekking

9 Brochure

10 Kitty Hawk

11 Chartered Carriers

12 Thomas Cook

PART – B

ANSWER ANY FOUR OF THE FOLLOWING IN ONE PAGE EACH: (4X10=40)

13 Give an account of the role of IATA.

14 State the functions of TTDC.

15 Elucidate the importance of Waterways in the Transport Industry

16 State the importance of Tourism Marketing in promoting Tourism.

17 Explain the various functions of a Travel Agent.

18 Write a note on Air India.

PART – C

ANSWER ANY TWO OF THE FOLLOWING IN FOUR PAGES EACH: (2X20=40)

19 Discuss the various types of Tourism.

20 Explain the role of ICAO in the Aviation Sector with reference to the Freedoms of Air.

21 Discuss the socio-economic and cultural impacts of Tourism.

22 Sketch the role of Travel Agents in promoting tourism.

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