

<b>QP Code: D136628</b>		<b>Total Pages: 02</b>	<b>Name:</b>
		<b>Register No.</b>	
<b>FIRST SEMESTER B.VOC (CUFYVP) REGULAR EXAMINATION NOVEMBER 2025</b>			
<b>TOURISM AND HOSPITALITY MANAGEMENT</b>			
<b>THS1CJ103 : Introduction to Indian Tourism Resources</b>			
<b>2025 Admission</b>			
<b>Maximum Time : 2 Hours</b>		<b>Maximum Marks : 60</b>	
<b>Section A</b>			
<b>All Question can be answered. Each Question carries 2 marks (Ceiling : 20 Marks)</b>			
1	Define tourism promotion		
2	What is community participation in tourism?		
3	Mention any two principles of heritage interpretation		
4	State the role of transport systems in tourism		
5	Mention any two functions of air transport in tourism		
6	What is sustainable transport in tourism?		
7	Define tourism resources		
8	Give two examples of digital tools used in tourism promotion		
9	Mention any two heritage tourism destinations in India		
10	Differentiate between cultural tourism and heritage tourism		
11	State two impacts of tourism on local communities		
12	Mention two methods to improve visitor satisfaction		
<b>Section B</b>			
<b>All Question can be answered. Each Question carries 6 marks (Ceiling : 30 Marks)</b>			
13	Analyse the relationship between tourism promotion, community participation, and visitor satisfaction		
14	Discuss the principles of heritage interpretation and their importance in tourism		
15	Explain the role of ASI, INTACH, and UNESCO in tourism development		

16	Discuss the role of digital tools in promoting tourism resources
17	Prepare a sample itinerary for a heritage tour in Kerala
18	Explain the use of online travel platforms in tourism planning and booking
<b>Section C</b>	
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>	
19	Discuss the importance of integrated tourism development in sustainable destination management
20	Create a tourism marketing plan using e-brochures, virtual tours, and social media platforms