

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem I - I1UA101B - Fundamental of Tourism**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is UFTAA, and what is its role in the travel industry? K2 (2)
- 2) Which international organization is dedicated to promoting sustainable and responsible tourism? K1 (3)
- 3) Differentiate between domestic and international tourism. K2 (4)
- 4) How can tourists support the local economy of a destination? K2 (6)
- 5) Differentiate between a visitor, a tourist, and an excursionist. K3 (6)
- 6) What is the importance of market segmentation in tourism marketing? K3 (9)
- 7) How does crisis management play a role in tourism management? K4 (8)

- 8) Explain the concept of a health document in travel. K4 (12)

OR

What is an economic document in the context of travel? K4 (12)