

Roll No. ....

## **BTS–101/BTTM–101**

### **Tourism Concepts and Linkages**

Bachelor of Tourism and Travel Management  
(BTS-12/BTTM-16/17)

First Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

#### **Section–A**

##### **(Long Answer Type Questions)**

**Note :** Section ‘A’ contains three (03) long answer type questions of nine and half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the different forms of tourism.
2. What is tourism area life cycle ? Explain.
3. Describe the emerging areas of tourism and the scope for development.

#### **Section–B**

##### **(Short Answer Type Questions)**

**Note :** Section ‘B’ contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Explain major motivations for tourism.

**(B-90) P. T. O.**

2. Elucidate the present trends in domestic and global tourism.
3. Discuss the importance and prospects of Medical Tourism in India.
4. Explain the tourism supply-mix.
5. List and explain various push and pull factors for leisure tourism.
6. Write brief notes about the following :
  - (a) Mass Tourism
  - (b) Special Interest tourism
7. Explain the basic elements of tourism.
8. Write a brief note on Doxey's Irritation Index.

### **Section-C**

#### **(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of half ( $\frac{1}{2}$ ) mark each. All the questions of this Section are compulsory.

1. 'American Plan' included only breakfast and dinner.  
(True/False)
2. India has a total ..... (number of) World Heritage Sites.
3. Tourism is a ..... (product/service) industry.
4. Community-Based Tourism focuses on the involvement of ..... (tourists/local residents) in tourism activities.
5. Leiper's Tourism system is made up for ..... (number of) components.
6. Excursionist is the tourist who visits the destination for less than 24 hours.  
(True/False)

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7. Wanderlust is a curiosity to not just visit but experience the destinations. (True/False)
8. Tourism creates a multiplier effect in destination's economy. (True/False)
9. Increase in inflation at the destination is a ..... (positive/negative) impact of tourism.
10. Meetings, ....., conferences and exhibitions are collectively referred as MICE tourism.