

Roll No.

BTS–101/BTTM–101

Tourism, Concepts and Linkages

**Bachelor of Tourism and Travel Management
(BTS–12/BTTM–16)**

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** marks containing **three (03)** sections A, B, 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 four (04) long answer type questions of seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. What is Tourism motivation ? Explain any *five* types of motivations for tourism with examples of destinations a person can visit for those motivations.
2. Write a detailed note on tourism product and its features. How is it different from manufactured products.
3. India does not have a very good tourism performance. Explain the factors that affecting the growth of tourism in the country.
4. Explain the concept of push and pull factors in tourism.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *six* (06) questions only.

1. Explain the meaning of 'resource' and 'market' in tourism.
2. What is the difference between inbound and outbound tourism ?
3. Give any *four* examples of a resident oriented product.
4. What is the meaning of Health tourism ?
5. Name any *four* factors that affect the demand for tourism.
6. Explain horizontal integration in the Tourism industry.
7. What is infrastructure ?
8. List any *three* types of tourist transport.

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.

Fill in the blanks :

1. A person who travels for leisure and pleasure for less than 24 hours is known as an
(excursionist, transit)
2. Local libraries are a oriented product.
(tourist, resident).

[3]

3. UNWTO headquarters are located in
(Geneva, Madrid)
4. GIT is tourist.
(global independent, group inclusive)
5. In tourism motivation, the concept of Allocentric and Psychocentric tourists is given by
(Abraham Maslow, S. C. Plog)

Write True *or* False :

6. Tourism involves travel for less, consecutive years.
7. Travel agents link the tourist demand with tourism suppliers.
8. PLC means Product Life Cycle.
9. Tourism marketing organizations are a part of the tourism system.
10. Recreation means the space time for rest and relaxation.

