

## **BTS–101/BTTM–101**

### **Tourism, Concept and Linkages**

**Bachelor of Tourism & 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. Learners are required to 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 nine and half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the factors that have influenced the growth of Tourism.
2. What is mass tourism ? Explain its impacts on the tourism destination.
3. Describe briefly the scope and challenges of Tourism Industry in present scenario.
4. What is meant by systems approach to tourism ? What are the components of this system ?

**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. What are the different elements of Tourism ?
2. What are different approaches to study Tourism ?
3. Distinguish between Push and Pull factor of Tourism.
4. What do you mean by Motivation ?
5. What are the different types of Accommodation ?
6. What is the differences between Vertical and Horizontal Integration ?
7. What are the different components of Tourism Products ?
8. What do you mean by Tourism System ?

**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. Unique selling.....is customer centric.(Price/Product)
2. F. I. T. is ..... Traveller.  
(Free Independent, Foreign Individual)
3. Availability of product ready to purchase indicate a market..... . (Demand/Supply)
4. Manager to Supervisor shows..... Direction.  
(Vertical *or* Horizontal)

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5. .... tourists opts for beaten-track destinations.

(Allocentric/Psychocentric)

Indicate whether the following are True *or* False :

6. Allocentric prefers less known destination.
7. Status is pull factor for motivation of travel.
8. Wellness tourism comes under Health Tourism.
9. Demand is always single-sided.
10. Thomas Cook was the pioneer of Travel agency business.

