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Roll No.

BTS–101/BTTM–101

Tourism, Concept and Linkages

Bachelor of Tourism & Travel Management

(BTS–12/BTTM–16/17)

First Semester, Examination, 2017

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. Define the term tourism and explain the various types of tourism.
2. Define motivation. What are the common motivational factors for tourism ?
3. Describe the different types of Accommodation.
4. How does a typical tourism industry network function and also explain their linkages.

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. Distinguish between Tourist and Excursionist.
2. What are the different components of tourism ?
3. Explain the concept of Push Forces of Tourism,
4. Discuss the meaning of Recreation.
5. What are the different types of Transport ?
6. Define Tourism Infrastructure.
7. What do you mean by Tourism Product ?
8. Define Tourism Demand.

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. Tourism consists of both inbound and outbound tourism. (International/National)
2. Tourist visit at known and familiar destination. (Psychocentric/Allocentric)
3. Agritourism is also called as tourism. (Farm/Rural)
4. Organized mass tourist usually take. (GIT/FIT)
5. Destination Attractiveness is factor. (Push/Pull)

[3]

Indicate whether the following statements are True *or* False :

6. Tourism is a multidisciplinary area of study.
(True/False)
7. Supply is determined by the rise and fall in price in a given time period. (True/False)
8. Theme parks are man-made attractions for weekend travellers. (True/False)
9. Internal tourism consists of domestic and inbound tourism. (True/False)
10. Bermuda Plan is a Meal Plan. (True/False)