

Roll No.

**1st Semester,
Examination-2014**

BTS-12 (Bachelor of Tourism Studies)

BTS - 101

Tourism Concepts and Linkages

Time : 3 Hours

Maximum Marks : 30

Note : The question paper is divided into three sections A, B and C. Give the answer according to the directions given in each section.

Section-A

(Long Answer Type Questions)

Note : Answer any two questions. Each question carries 7.5 Marks.

(2×7.5=15)

1. Define Tourism. Also describe the various components of Tourism.
2. What do you mean by 'Tourism Product' ? Discuss the different types of tourism product.

3. What are unique characteristics of Tourism Demand and Supply ? Name three methods of measurement of tourism demand and supply.
4. Identify some unexplored places in your vicinity and how tourism can be developed at these places ?

Section-B

(Short Answer Type Questions)

Note : Answer any four questions. Each question carries 2.5 Marks.

(4×2.5=10)

1. Is Indian tourism affected by seasonality ?
2. What are the various elements in tourism ?
3. Differentiate between 'Push' and 'Pull' factors in tourism.
4. Define Product Life Cycle.
5. Differentiate between Inbound, Outbound and Domestic Tourism.
6. What is Mass Tourism ? Does it have any positive or negative impacts.
7. What is the role of TAAI ?
8. Define 'Sustainable Tourism'.

Section-C

Objective Type Questions (Compulsory)

Note : Answer all questions. Each question carries 0.5 Mark.

(10×0.5 = 5)

● **Fill in the blanks :**

1. CRS stands for
2. The full form of WTO is
3. TCI was established in the year
4. tourism covers all those aspects of travel whereby people learn about each other's way of life and thoughts.
5. Delhi, Agra and is the golden triangle of Indian Tourism.

● **State whether it is 'True' or 'False' :**

6. Tourism is one of the smallest industries in the world.
7. Amadeus and Galileo are remarkable examples of linkages with technology providers.
8. Every Traveller is not a tourist but every tourist is a traveller.

9. Tourist is considered as the main and most important element of the system.
10. Travel Motivations are heterogeneous.