



UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

BTTM First Semester Assignment

Programme Code: BTTM 17

Session: 2017-18 (Winter & Summer)

Last Date of Submission:

Summer Session: 31 Oct. 2017

Winter Session: 30 April 2018

Course Title: Tourism Concepts and Linkages

Code: BTTM 101

Year: 2017-18

Maximum Marks: 10

Section 'A' contains 08 short answer type questions of 1.5 marks each. Learners are required to answer any 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Discuss the salient features of tourism industry.
2. Differentiate between following terms:
 - A. Traveller and Visitor
 - B. Traveller and Tourist
3. Discuss the relationship between tourism and leisure.
4. Elaborate the terms FIT and GIT.
5. What is Green Tourism?
6. Why France receives maximum International Tourists in World?
7. Write a short note on World Tourism Day 2017.
8. What is Sustainable Tourism?

Section 'B' contains 4 long answer-type questions of 2 marks each. Learners are required to answer any 02 questions only.

1. Write a detailed note on Pull and Push forces of Tourism. Also differentiate between both terms.
2. What is Yoga Tourism? Also throw a light on "Yoga Capital of India".
3. Write an essay on the following tourism organizations:
 - A. PATA
 - B. IATA
4. Write a short note on following types of Tourism:
MICE Tourism, Rural Tourism, Business Tourism, Wellness Tourism.