


UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)
BTS FIRST SEMESTER ASSIGNMENT
Programme Code: BTS12
Session: 2013-14 (Summer)
Last Date of Submission: 15 JANUARY 2014
(जमा करने की अन्तिम तिथि: 15 जनवरी 2014)
Course Title: TOURISM CONCEPTS AND LINKAGES
Code: BTS101
Year: 2013-14
Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. How technological changes in transportation cause growth in tourism?
2. Define Tourism. What is the difference between 'visitor', 'traveller' and 'tourist'?
3. Differentiate between Push and Pull factors in Tourism.
4. What is the role of TAAI?
5. What is Mass Tourism?
6. Elaborate the terms FIT and GIT.
7. Define 'Product Life Cycle'.
8. Highlight some important alternative tourism forms, which are popular in India.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. What are the basic characteristics of Tourism? Why tourism product is considered perishable? Support your answer by citing example of a hotel room and a seat in on aircraft.
2. What do you mean by Multiplier Effect? Elaborate the applicability of multiplier effect in tourism.
3. What do you understand by motivational factors? Write four examples of travel due to multiple motivational factors and a single motivator.
4. What are unique characteristics of Tourism Demand and Supply? How do you measure Tourism Demand and what are the various methods of measurement?