



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

**DIPLOMA IN Tourism Studies
ASSIGNMENT**

Last Date of Submission: 15th May, 2011

Course Title: Tourism Concepts and Principles

Course Code: ETS - 101

Year: 2010-11

Maximum Marks: 20

Section 'A'

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

Briefly discuss the following:

- (1) Mr. Bisht is a resident of Dehradun and goes to Bangalore to attend a two day conference. Is he a tourist? Support your answer with the definition & types of tourists.
- (2) Tastes and Fashions are one of the strong determinants of Tourism demand.
- (3) Various phases of Product Life Cycle.
- (4) Perishability of Tourism products. Support with relevant examples.
- (5) Individual and Group Tours.
- (6) Alternative tourism.
- (7) Key thrust areas for tourism development and the point of action of Ninth five year plan (1997-2002)
- (8) Recently held Commonwealth games as a major drive for domestic and international tourists for the year 2010.

Section 'B'

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

- (1) Describe the emerging trends of Tourism & Travel.
- (2) Comparatively analyze and then determine the best kind of tourism that can be promoted in your area.
- (3) Conduct an awareness programme towards the promotion of tourism and preservation of resources, educating a minimum of 5 people in your area. Give details of the programme.
- (4) Tourism for prosperity and peace. Comment.