



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

DIPLOMA IN TOURISM STUDIES (DTS-10) ASSIGNMENT

Last Date of Submission: 15 May, 2012

Course Title: Tourism Concepts and Principles

Course Code: ETS – 101

Year: 2011-12 (Summer)

Maximum Marks: 20

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) Role of Thomas Cook in travel agency business
- (2) Tourism as an Export Industry
- (3) Individual and Group Tours
- (4) Product Life Cycle
- (5) Eco Tourism
- (6) Leiper's Tourism System
- (7) Various motivations to travel

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

- (1) Enumerate various emerging trends of Tourism & Travel.
- (2) How India can improve her performance in International context.
- (3) Case study on Impact of natural calamities on Tourism industry.
- (4) Give your suggestion for reviving the current status of Uttarakhand tourism which will not increase its market but also ensures the preservation of its resources.

