

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI****DIPLOMA IN TOURISM STUDIES ASSIGNMENT****Programme Code: DTS10****Last Date of Submission: 15 MAY 2015****Course Title: Tourism Concepts and Principles**
Year: 2014-15 (Summer)**Course Code: ETS-101**
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 did people travel in the ancient times?
2. Describe with an example the perishability of Tourism products.
3. What is the relationship between 'Leisure', 'Recreation' and 'Tourism'?
4. Differentiate between Inbound, Outbound and Domestic Tourism.
5. What are some negative aspects of Tourism?
6. What are some of the future opportunities and challenges facing the tourism industry?
7. Describe various phases of Product Life Cycle.
8. Which are the factors that change the nature and business style of tourism?

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answers 02 questions only.

1. Define Tourism. Why are geographers, sociologists, anthropologists, and economists interested in tourism?
2. Define Alternative tourism. Identify some alternative forms of tourism that can be promoted in India.
3. Describe the role of accommodation, transport, travel distribution and attractions in tourism.
4. What do you understand by motivational factors? Write four examples of travel due to multiple motivational factors and a single motivator.