



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

**MTM FIRST SEMESTER ASSIGNMENT**

*Programme Code: MTM12*

*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: MTM101**

**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. What do you understand by tourism? What is the difference between 'visitor', 'traveller' and 'tourist'?
2. Write down the importance of the infrastructure and Facilities for tourism development.
3. How many forms of alternative tourism do you know?
4. Describe various phases of Product Life Cycle.
5. What is the difference between Leisure and Recreation?
6. Elaborate the terms FIT and GIT.
7. List the destinations covered in Golden Triangle?
8. What are the key differences between tour operator and travel agent?

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

1. Identify some unexplored places in your vicinity, and how tourism can be developed at these places.
2. Compare the significant differences of tourism system evolved by Mill & Morrison and Westlake?
3. What are unique characteristics of Tourism Demand and Supply? How do you measure Tourism Demand and what are the various methods of measurement?
4. What are the main tourism organisations which are directly related with the marketing tourism products?