

**TOURISM STUDIES (BHM/BA-IHA)**

**Term-End Examination**

**November, 2013**

**TS-1 (S) : FOUNDATION COURSE IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt **any five** questions in about **600** words each.  
All questions carry **equal** marks unless otherwise specified.*

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1. Define Tourism. Enumerate the purpose and motivation of tourism with suitable examples. 20
2. What is meant by tourism system ? What are the pull and push factors ? Explain the meaning of Demand-led and supply-led system with suitable examples. 20
3. Discuss the role and importance of transportation in the development of tourism. Substantiate your answer with the help of suitable examples. 20
4. What is the role of a Guide in Tourism ? How is guiding a tour different from escorting a tour ? 20

5. Write short notes on the following : 4x5=20
- (a) Types of Maps
  - (b) Planning of a tour
  - (c) Importance of Information in Tourism
  - (d) Health Regulations and Tourism
6. Explain the linkage between popularity of a destination, seasonality and tourism. Explain with the help of suitable examples. 20
7. What are the various methods of communication used for tourism marketing ? Substantiate your answer with suitable examples. 20
8. Illustrate, with the help of suitable examples, the role and importance of History in Tourism activities. 20
9. What are the socio-cultural impacts of Tourism ? Illustrate with relevant examples. 20
10. Write short notes on **any two** of the following :
- (a) Service characteristics of Tourism 10x2=20
  - (b) Travel writing
  - (c) Living culture and tourism
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