

TOURISM STUDIES (BHM/MHA)

Term-End Examination

April, 2010

TS-1 © : FOUNDATION COURSE IN TOURISM

Time : 3 hours

Maximum Marks : 100

04469

*Note : (i) Answer any five questions.
(ii) All questions carry equal marks, unless otherwise specified.*

1. Explain the different forms of Tourism and their linkages with environment and cultural consequences. 20
2. What is WTO (World Tourism Organisation) ? Describe its responsibilities with regard to the development and promotion of World Tourism. 20
3. Who are street guides ? Explain their role and functions along with some of the negative impact of their existence on tourists. 20
4. Describe the role and functions of a tour operator in promoting tourism in a region or at a particular destination. 20

5. Assess the importance of seasonality in tourism. How does it affect the popularity of a destination ? Discuss. 20
6. Explain the characteristics of marketing in the context of tourism. Also discuss the concept of marketing mix. 20
7. Discuss various factors which motivate a person to travel to a destination from his/her place of residence or work. Give suitable examples. 20
8. What do you understand by multiplier effect in tourism ? What is its significance in economic development of any tourist destination ? 10+10=20
9. Discuss the various performing arts of India. How can we package them as a tourism product ? 10+10=20
10. Write about 250 words on any two of the following : 10+10=20
- (a) Star category of hotels.
 - (b) Role of Museum's in Tourism.
 - (c) Tourism planning.
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