

7
Roll No.

91801

**Bachelor of Tourism & Travel
Management 1st Semester (4 Year
New Course w.e.f. 2015-16)
Examination-December, 2015**

BASICS OF TOURISM

Paper : 15BTM 101

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : Attempt any **six** questions. Question No.1 is **compulsory**.

1. (a) Define Tourist.
- (b) What is full form of IATO ?
- (c) Write any four destinations situated in northern states of India.

- (d) What do you understand by tourism industry ?
- (e) What is UNWTO ?
- (f) Write the types of tourism based on tourists' age.
- (g) Write the names of any four International Tourism Destinations.
- (h) Define tourism product.
- (i) Write any two economic impacts of tourism.
- (j) What is heterogeneity of tourism products ?
(2×10=20)

2. Write a detailed essay on typology of tourism. (12)

3. What are the unique characteristics of tourism products ? (12)

4. Discuss the linkages of tourism with subjects like history, management and economics. (12)
5. What is the importance of tourism in economic development of a country? (12)
6. What are the functions of UNWTO? (12)
7. Explain the role of TAAI in the promotion of Indian Tourism. (12)
8. Discuss various problems faced by tourism industry. (12)
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