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TS-1 (S)

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TOURISM STUDIES (BHM/BA-IHA)

Term-End Examination

April, 2011

TS-1 (S) : FOUNDATION COURSE IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer *any five* questions in about **600** words each.
(ii) All questions *carry equal* marks unless otherwise specified.

1. Explain the term 'Tourism' and explain its various types and forms. How is a Tourism Product different from other products ? **10+10=20**
2. Give a comparative account of tourism development in the Early period and modern time. Give examples to supplement your answer. **20**
3. Answer *any two* of the following in about **300** words each. **10+10=20**
 - (a) Need for Tourism statistics and types of statistical measures commonly used.
 - (b) Role, function and negative impacts of Street Guides.
 - (c) Modes of transportation used by tourists.

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4. Discuss the importance and functions of Travel Agencies in the Tourism trade. **20**
5. Write short notes in about **150** words each. **5x4=20**
 - (a) Impact of Tourism on Environment.
 - (b) Relevance of maps and charts in Tourism Study.
 - (c) Constraints of Tourism Growth.
 - (d) Importance of communication skills for Tourism Professionals.
6. Explain the 4P's of Marketing Mix. As a domestic Tour Operator specialising in selling hill station destinations, how would you segment your market ? **10+10=20**
7. Describe the various kinds of media used for tourism promotion. What information does one need to know before deciding on the type of media to be used ? **10+10=20**
8. Discuss the use and misuse of history in tourism development and promotion. **20**
9. What is the need for a Tourism Policy ? Describe the salient features of the Government of India's National Action Plan for Tourism, 1992. **8+12=20**
10. Enumerate the main functions of Local Bodies in India. Identify and discuss those functions relevant to tourism development and management. **20**