

2022

(February)

BACHELOR OF TOURISM AND
TRAVEL MANAGEMENT

(Introduction to Tourism and
Travel Management)

(BTM-101)

Marks : 90

Time : 4 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. Describe the nature and scope of the tourism industry. Explain the components and elements of tourism (with reference to the State of Meghalaya). 6+9=15

Or

Defining tourist, traveler, visitor and excursionist, discuss the differences between them. 15

UNIT—II

2. Write an essay on the historical evolution of tourism. 15

Or

Write short notes on any *three* of the following : 5×3=15

- (a) Annual paid holiday
(b) Emergence of rail travel
(c) Seaside resorts and air transport
(d) Grand tour

UNIT—III

3. Highlight the features of inter-regional and intra-regional tourism. Elaborate any four different forms of tourism. 7+8=15

Or

Write short notes on any *two* of the following using relevant examples : 7½×2=15

- (a) Inbound and outbound tourism
(b) Domestic and international tourism
(c) Three emerging concepts of tourism
(d) Community-based tourism (CBT)

(3)

UNIT—IV

4. What do you mean by travel motivation?
Explain the different views on types of
motivators. 5+10=15

Or

Write short notes on any *two* of the
following : 7½×2=15

- (a) Stanley Plog's classification of travel
motivation
- (b) Philip Pearce classification of travel
motivation
- (c) Push and pull factors of motivation

UNIT—V

5. What is tourism demand? How is tourist
demand measured? 7½+7½=15

Or

Discuss the various methods of tourism
measurement in terms of tourist arrival and
departure, registration and sampling survey. 15

(4)

UNIT—VI

6. Answer any *two* of the following : 7½×2=15

- (a) Explain UNWTO and list its major roles.
- (b) Elaborate the roles and objectives of
STDC in detail.
- (c) Discuss WATA organization in detail.

Or

Answer any *two* of the following : 7½×2=15

- (a) What are the roles of TAAI in travel
agency business?
- (b) Discuss the role of IATA in tourism
industry.
- (c) Write on Meghalaya Tourism Develop-
ment Corporation.

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