

BBA(T&H) 1st Semester examination 2020

Subject: Fundamentals of Travel and Tourism

Paper Code: BBATH101

FM: 80

Time: 3 Hrs

Part :I

1. *Attempt any six questions: (5 X 6 = 30)*

Write short notes on

- a) Grand Tour
- b) Motivating factors of travel
- c) Rural Tourism
- d) Heritage Tourism
- e) Push & Pull factor
- f) FIT & GIT
- g) Relationship among tourism, leisure & recreation
- h) Role of ASI

Part: II

Attempt any five questions:

(10 X 5 =50)

2. Define tourism. Explain different types and forms of tourism.
3. Define tourism system. Describe the Leiper model with the help of diagram.
4. What are the different barrier factors which dissuade tourism activity?
5. What are the 5A's in tourism? Explain each of them.
6. Define tourism product. What are the characteristics of tourism product?
7. What do you understand by tourism impact? Explain different types of tourism impact.
8. Write the full form of UNWTO. Explain the role and function of UNWTO in worldwide tourism development.
