

NEERAJ®

FOUNDATION COURSE IN TOURISM

By:

Mukesh Magon M.B.A., P.G.D.G., M.I.R.

Reference Book

Including

Solved Question Papers



NEERAJ PUBLICATIONS

(Publishers of Educational Books)

(An ISO 9001 : 2008 Certified Company)

1507, 1st Floor, NAI SARA, DELHI - 110006

Ph.: 011-23260329, 45704411, 23244362, 23285501

E-mail: info@neerajignoubooks.com

Website: www.neerajignoubooks.com

Price
₹ 120/-

Published by:

NEERAJ PUBLICATIONS

Sales Office : 1507, 1st Floor, Nai Sarak, Delhi-110 006

E-mail: info@neerajignoubooks.com

Website: www.neerajignoubooks.com

Reprint Edition with Updation of Sample Question Paper Only

Typesetting by: Competent Computers

Printed at: Novelty Printer

Notes:

1. For the best & up-to-date study & results, please prefer the recommended textbooks/study material only.
2. This book is just a Guide Book/Reference Book published by NEERAJ PUBLICATIONS based on the suggested syllabus by a particular Board/University.
3. The information and data etc. given in this Book are from the best of the data arranged by the Author, but for the complete and up-to-date information and data etc. see the Govt. of India Publications/textbooks recommended by the Board/University.
4. Publisher is not responsible for any omission or error though every care has been taken while preparing, printing, composing and proof reading of the Book. As all the Composing, Printing, Publishing and Proof Reading, etc. are done by Human only and chances of Human Error could not be denied. If any reader is not satisfied, then he is requested not to buy this book.
5. In case of any dispute whatsoever the maximum anybody can claim against NEERAJ PUBLICATIONS is just for the price of the Book.
6. If anyone finds any mistake or error in this Book, he is requested to inform the Publisher, so that the same could be rectified and he would be provided the rectified Book free of cost.
7. The number of questions in NEERAJ study materials are indicative of general scope and design of the question paper.
8. Question Paper and their answers given in this Book provide you just the approximate pattern of the actual paper and is prepared based on the memory only. However, the actual Question Paper might somewhat vary in its contents, distribution of marks and their level of difficulty.
9. Any type of ONLINE Sale/Resale of "NEERAJ IGNOU BOOKS/NEERAJ BOOKS" published by "NEERAJ PUBLICATIONS" on Websites, Web Portals, Online Shopping Sites, like Amazon, Flipkart, Ebay, Snapdeal, etc. is strictly not permitted without prior written permission from NEERAJ PUBLICATIONS. Any such online sale activity by an Individual, Company, Dealer, Bookseller, Book Trader or Distributor will be termed as ILLEGAL SALE of NEERAJ IGNOU BOOKS/NEERAJ BOOKS and will invite legal action against the offenders.
10. Subject to Delhi Jurisdiction only.

© Reserved with the Publishers only.

Spl. Note: This book or part thereof cannot be translated or reproduced in any form (except for review or criticism) without the written permission of the publishers.

Get Books by Post (Pay Cash on Delivery)

If you want to Buy NEERAJ IGNOU BOOKS then please order your complete requirement at our Website www.neerajignoubooks.com. where you can select your Required NEERAJ IGNOU BOOKS after seeing the Details of the Course, Name of the Book, Printed Price & the Cover-pages (Title) of NEERAJ IGNOU BOOKS.

While placing your Order at our Website www.neerajignoubooks.com You may also avail the Various "Special Discount Schemes" being offered by our Company at our Official website www.neerajignoubooks.com.

We also have "Cash of Delivery" facility where there is No Need To Pay In Advance, the Books Shall be Sent to you Through "Cash on Delivery" service (All The Payment including the Price of the Book & the Postal Charges etc.) are to be Paid to the Delivery Person at the time when You take the Delivery of the Books & they shall Pass the Value of the Goods to us. We usually dispatch the books Nearly within 3-4 days after we receive your order and it takes Nearly 4-5 days in the postal service to reach your Destination (In total it take nearly 8-9 days).



NEERAJ PUBLICATIONS

(Publishers of Educational Books)

(An ISO 9001 : 2008 Certified Company)

1507, 1st Floor, NAI SARAK, DELHI - 110006

Ph. 011-23260329, 45704411, 23244362, 23285501

E-mail: info@neerajignoubooks.com Website: www.neerajignoubooks.com

CONTENTS

FOUNDATION COURSE IN TOURISM

<i>Question Paper—June, 2018 (Solved)</i>	1-4
<i>Question Paper—June, 2017 (Solved)</i>	1-3
<i>Question Paper—June, 2016 (Solved)</i>	1-5
<i>Question Paper—June, 2015 (Solved)</i>	1-5
<i>Question Paper—June, 2014 (Solved)</i>	1-5
<i>Question Paper—June, 2013 (Solved)</i>	1-4
<i>Question Paper—June, 2012 (Solved)</i>	1-5
<i>Question Paper—June, 2011 (Solved)</i>	1-4
<i>Question Paper—June, 2010 (Solved)</i>	1-4

S.No.	Chapter	Page
Tourism Phenomenon		
1.	Understanding Tourism – I	1
2.	Understanding Tourism – II	3
3.	Historical Evolution and Development	5
Tourism Industry		
4.	Tourism System	7
5.	Constituents of Tourism Industry	12
6.	Tourism Regulations	15
7.	Statistics and Measurements	22
Tourism Services and Operations-1		
8.	Modes of Transport	25
9.	Tourist Accommodation	28
10.	Informal Services in Tourism	30
11.	Subsidiary Services: Categories and Roles	32
12.	Shops, Emporiums and Melas	34

S.No.	Chapter	Page
Tourism Services and Operations-2		
13.	Travel Agency	36
14.	Tour Operators	38
15.	Guides and Escorts	40
16.	Tourism Information	42
Geography and Tourism		
17.	India's Biodiversity: Landscape, Environment and Ecology	44
18.	Seasonality and Destinations	46
19.	Map and Chart Work	51
Tourism Marketing and Communications		
20.	Tourism Marketing-I: Relevance, Product Design, Market Research	54
21.	Tourism Marketing-II: Promotional Events, Advertising, Publicity, Selling	58
22.	Role of Media	62
23.	Writing for Tourism	64
24.	Personality Development and Communication Skills	66
Tourism: The Cultural Heritage		
25.	Use of History	69
26.	Monuments and Museums	71
27.	Living Culture and Performing Arts	74
28.	Religions of India	76
Tourism: Planning and Policy		
29.	Tourism Policy	79
30.	Infrastructural Development	82
31.	Local Bodies	83
32.	Development, Dependency and Manila Declaration	85
Tourism Impact		
33.	Economic Impact of Tourism	87
34.	Social, Political and Environmental Impact of Tourism	89
35.	Threats and Obstacles to Tourism	91

**Sample Preview
of the
Solved
Sample Question
Papers**

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com

QUESTION PAPER

(June - 2018)

(Solved)

FOUNDATION COURSE IN TOURISM

Time: 3 Hours]

[Maximum Marks: 100

Note: Attempt any five questions. All question carry equal marks.

Q. 1. Define Tourism. Discuss the purpose of tourism with examples.

Ans. Ref.: See Chapter-1, Page No. 1, Q. No. 1 and 2.

Q. 2. What are the various components of Tourism Industry? Discuss their linkages.

Ans. Constituents of Tourism Industry : The constituents of Tourism Industry may be clarified into two categories :

(i) Primary / major constituents.

(ii) Secondary constituents.

(i) Primary / major constituents : The primary constituents of tourism industry are as follows :

(1) Transport : The most essential requirement to a particular plan is convenience transport. The travel depends on the availability of seats etc.

(2) Accommodation : Every tourist first of all look for accommodation to stay. It varies from lodges to cottages, to small hotels to five star hotels.

(3) Catering, Food and Entertainment : Tourists also need good food to eat. In this regard restaurants, fast food joints and dhabas play a significant role. Different forms of entertainments are also provided as attractions at the destinations.

(4) Intermediaries : The Intermediaries constitute the travel agency, tour operators and guide services.

The constituent which co-relates all the components of tourism is the travel agent/tour operator, he acts as useful and valuable intermediary between the traveller and the suppliers of tourist services like airlines, transport companies, hotels and auto rental companies.

(ii) Secondary constituents : Some of the important secondary constituents of tourism industry are as follows :

(1) Shops and Emporiums : These sell variety of products to tourists many state Governments have opened their emporiums in different states. In Delhi emporiums of almost all states are located on Baba Kharag Singh Marg.

(2) Handicrafts and souvenirs

(3) Local taxi / transportation services.

(4) Handicrafts and coolies

(5) Communications services like STD booths at the destination.

(6) Touts and Brokers.

(7) Publishing Industry who publishes travel guides, brochures magazines etc.

(8) Artists, performers, musicians etc. who perform for the entertainment of tourists.

Q. 3. What do you understand by Tourism Regulations? Discuss the law and order, and accommodation and catering regulations that affect the inbound tourists in India.

Ans. Ref.: See Chapter-6, Page No. 15, Q. No. 1, Page No. 18, Q. No. 5, Page No. 19, Q. No. 6 and Page No. 20, Q. No. 7.

Q. 4. What is the difference between a guide and an escort? What are the skills required to be a tourist guide?

Ans. Ref.: See Chapter-15, Page No. 40, Q. No. 1 and 2 and Page No. 41, Q. No. 4.

Q. 5. Write short notes on the following:

(a) Role of Aviation sector in the growth of Tourism in India.

Ans. Tourism and Air Transport industry are complement each other. Tourism depends on transportation to bring visitors, while the transportation industry depends on tourism to generate demand for its services. The growth in tourism industry directly reflects onto the air

transportation. Over the last 25 years, the number of international tourists has more than doubled. The expansion of international tourism has a large impact on the discipline of transport geography.

Transport is the cause and the effect of the growth of tourism. To start with, the improved facilities have stimulated tourism and the expansion of tourism has stimulated transport. Accessibility is the main function behind the basics of tourism transport. In order to access the areas that are mainly aimed, tourists will use any transportation mode. However, air transport is the main mode for international tourism. Air transport plays a dominant role in inter-regional movements of tourists, which normally entails travel over long-distance. Growth rates of international air traffic are pegged with growth rates of international tourism. Attractive package tours, competitive airfare attract more and more tourist day by days, therefore both the industry is expanding rapidly.

Transport policies and decisions of governments can make a big difference in the destinations available to tourists, for instance the Suvarnabhumi Airport Bangkok, Thailand. Air transport is far advance than the transport mode. Air transport has revolutionized the geographical aspect of distances; the most remote areas can now be attained, any journey around the world can be measured in terms of hours of travelling. With jet that, can reach up to 1950 km/hrs, international tourism is no longer an on going adventure. About 6.7 million jobs worldwide are in tourism industry directly supported by the spending of foreign visitors arriving by air.

(b) Forms of Tourism.

Ans. Tourism Trends and Types : In the past ten years tourism has witnessed immense growth. Today people take large part in tourism. This may include short trips during the week, weekend breaks or longer joureys during the holidays. Modern tourism is one of the most sribing phenomena of our times and it offers to us an opportunity to learn, to enrich humanity. Forms and types of tourism is determined within the context of changing social values.

Different types of tourism are as follows:

- (i) Rest and Recuperation
- (ii) Escape
- (iii) Communication

- (iv) Culture and Education
- (v) Freedom
- (vi) Health
- (vii) Special Interest Tours
- (viii) Adventure and weld life
- (ix) Convention Tourism.

(i) Rest and Recuperation : Taking a rest from everyday life reduces the stress from the people and refreshes them. This and of tourism nown as holiday or vacation travel is focused on reserts and beach holidays.

(ii) Escape : This kind of tourism is a man flight from everyday reality to an maginary world of freedom.

(iii) Communication : It includes spending quality time heith family and friends, make none friends and acqurintances. This sis a mass tourism in groups enjoying time at various places.

(iv) Culture and Education : Such tourism is based on sight seeing tours to experience and see other countries of the world.

(v) Freedom : Tourism frees people from their daily responsibilities of home and workd and refreshed them.

(vi) Health : visit t SAAS, go to saunas, undergo cures for chronic eailment visit health clubs for workout or do yoga etc.

(vii) Special Interest Tours : These tours are organsied as per the special interest of the tourests ranging from medical historical, achaaeological and other interests to golf or fishing.

(viii) Adventure and weld life : these toures are organised to pronde proximity to the nature and wild animals etc.

(ix) Convention Tourism : It mixes leisure with wok holding convention or meetings it tourist destinations.

(c) Qualities of a travel executive.

Ans. Ref.: See Chapter-13, Page No. 36, Q.No. 2.

Q. 6. What do you understand by Bio-diversity? How can we use India's bio-diversity for promoting tourism activities? Explain with examples.

Ans. Bio-diversity is the variability among living organisms from all sources, including terrestrial,

Sample Preview of The Chapter

Published by:



**NEERAJ
PUBLICATIONS**

www.neerajbooks.com



T. S. - I

FOUNDATION COURSE IN TOURISM

BLOCK - 1

TOURISM PHENOMENON

1

Understanding Tourism - I

Q. 1. Define tourism. Why is tourism called a phenomenon in modern society ?

Ans. Tourism may be defined as 'a significant social phenomena, involves a temporary break with normal routine to engage with experiences that contrast with every day life.' In other words we can say that tourism is concerned with pleasure, holidays, travel and going or arriving somewhere. These are the motivations that make people leave their normal place of work and residence for short-term temporary visits to other places.

Tourism, infact, is a leisure activity because it coexists with its opposite, that is regulated and organised work. This describes that in modern societies work and leisure are organised as separate and regulated areas of social practice. They are located in specific places and periods of time. Tourism involves the movement of people to, and their stay at various destinations. This involves a journey and services like transport, accommodation, catering and viewing etc.

Tourism is directed at places chosen for the anticipation of intense pleasure because such places are different to what we normally encounter. The tourist's gaze is directed towards a landscape, a town or an event by pointing out those features that separate it from everyday life. Besides, tourism has also become a status symbol in modern society and thought to be necessary to one's health. Today in developed countries, people devote 40% of their time to travel and tourism.

Q. 2. Enumerate the different benefits of tourism in today's context.

Ans. The different types of benefits of tourism are as follows –

(i) Rest and Recuperation—Taking a rest from everyday life and relieve the stress of societies, tourism as diversion or compensation to holiday destinations is what may be called holiday or vacation travel, which is focused on resorts and beach holidays, both domestic and international.

(ii) Escape—Tourism provides an opportunity to escape from everyday reality and to enter into an imaginary world of freedom.

(iii) Communication—Tourism provides an opportunity to spend quality time with family and friends. It also gives an opportunity to make new friends and acquaintances.

(iv) Culture and Education—Such tourism is based on sight seeing tours to experience and see other countries of the world, though not necessarily in depth.

(v) Freedom—Tourism frees a person from home and work and is directed towards facilities and comforts rather than experience.

2 / NEERAJ : FOUNDATION COURSE IN TOURISM (T.S.-1 — I.G.N.O.U.)

(vi) Health—Tourism provides the opportunity to travel for health. One can go to a health resort and enjoy saunas, cures for chronic ailment, work-outs or yoga.

(vii) Special Interest Tours—These tours are organised as per the special interests of the tourists ranging from medical, historical, archaeological and other interests to golf or fishing.

(viii) Adventure and Wildlife—Far away from modern civilisation, one can have adventure and enjoyment of life with camping, hiking, trekking or wildlife.

(ix) Convention Tourism—This is one of the most modern concept of tourism. It provides the opportunity to mix leisure with work, holding convention or meetings at tourist destinations.

Q. 3. Enumerate the different types of tourists.

Ans. Different types of tourists are as follows—

- (i) The ridiculous tourist who is dressed in funny clothes and views everything through the lens of a camera.
- (ii) The native tourist who is inexperienced in travel, always asks unnecessary questions and has no language skills.
- (iii) The organised tourist who feels at home with a guide and a group of fellow tourists.
- (iv) The ugly tourist who behaves as if he owns the world.
- (v) The uncultured tourist who spends his time lazing and eating.
- (vi) The rich tourist who can afford anything, likes to show prosperity and enjoys being waited upon.
- (vii) The exploiting tourist who spends a holiday at the cost of people and takes advantage of their culture, hospitality and poverty.
- (viii) The polluting tourist who demands that for his comfort everything can be flattened or destroyed.
- (ix) The alternative tourist who explores the few untouched corners of the world thus opening the way to mass tourism.

Neeraj
Publications ■■
www.neerajbooks.com

Understanding Tourism – II



Q. 1. Discuss the various purposes of Tourism.

Ans. Like any other human or economic activity, tourism has some definite purposes. Some important purposes of tourism are as follows –

(i) Sun, Sea, Sand and Sex

In American parlance, it is known as the 4 'S' formula. Sea bathing with access to a beach and good weather is an expectation of tourists who want to escape from temperate to tropical climates. The current health faddism and new fashion concepts also dictate the use for activity with Sun, Sea and Sand. To add more enjoyment this formula has been expanded to 4th S *i.e.* Sex.

(ii) Leisure, Touring, Sight-seeing and Culture

There are some tourists, who just like to wander. They are not content to remain in one place. They love to know about different countries, people, cultures and places. The motivation is both self-education and self-esteem. The camera is an essential ingredient of such kind of tourists. The destinations by such tourists are more varied and wide-spread than the 4S' s.

(iii) Visiting Friends and Relations

This form is a strong motivation for domestic tourism in India. This kind of tourism takes place in everybody's and everyday life. For instance, a person can go to Agra to visit one of his relative and he may get the opportunity to see the Taj. This segment of tourism is of great importance to the transport sector but not to hoteliers since most of the tourists stay and eat at their host's place. In India we see an interesting combination of VFR and LTC to subsidise the cost of transport and accommodation so that there will be enough money to spend on sight-seeing, leisure, recreation and shopping.

(iv) Business and Incentive Travel

Business traveller's, needs often overlap with those of the holiday-maker. Generally, business trips are not directed towards tourist centres. Their demand is directed to centres of trade and commerce. They may demand special services like communication and secretarial facilities, meeting and conventional facilities, car rental etc. The needs for communication and specialisation have led to annual meetings of association and professional bodies not only to meet and discuss new ideas and strategies but also to exhibit new products and new trends.

Fairs and exhibitions are a reflection of the health of an economy, so a special area of interest to tourist destinations is conferences, fairs and exhibitions. It also gives an opportunity to the participants to sample some of the local tourism offers. Incentive tourism is also gaining importance in this segment.

Q. 2. Discuss the concept of 'Special Interest'.

Ans. In today's world, people of different class, culture, education and interest have dissolved them into a contemporary culture. All these people have maintained special interest in their daily routine. This concept of special interest also works in tourism which deviates from Mass Tourism because it does not consider people within a particular destination to be similar to each other. With shared tastes and characteristics, special interests in the end are to be determined by the providers of services. However, the increasing and changing power of different social classes also determine the importance of these areas of cultural production for special interest tourism.

Studies have shown that such tourists enjoy good work and market conditions as well as educational credentials. They are primarily in the age group of 30-40 years and they share many of the preferences of intellectuals, like an interest in the most legitimate aspects of culture. Special interest of tourists need not be in the middle salaried category alone. Their morality seeks pleasure as an ethic and as a taste for novelty.

4 / NEERAJ : FOUNDATION COURSE IN TOURISM (T.S.-1 — I.G.N.O.U.)

Special interest tourists look for travel rather than tourism. They stress on individual choice, avoid ready-made tour packages and they need to be educated. They function as per '*Tourism Bill of Rights*', which respects nature, the rights of the host population and their customs and culture.

Q. 3. Why is Alternative Tourism considered as the most positive motivation for tourism ?

Ans. Alternative tourism is that kind of tourism, where tourists like to do things differently. Alternative tourists want to be more with living cultures rather with other tourists. Instead of using special tourist accommodation and facilities, they prefer to use or share the services of local population. In this way they get the opportunities to experience some aspects of their lives.

Tourists prefer alternatives because they are concerned with the negative impact, which mass tourism can have on a destination. Tour operators can specialise in such forms by focusing people and their culture rather than providing created comforts. Such trips may be of an extended duration, may cost less than providing created comforts and the traditional two week vacation but they may be also high priced.

Travel is with '*local friends*' and the purpose is to come to one's own understanding of political, social and religious traditions. India is a popular alternative destination. It is a '*subtle mix of ancient and modern, ritual and urban, filled with local colour and vitality*'. ■ ■

Neeraj
Publications
www.neerajbooks.com