

MARKING SCHEME
INTRODUCTION TO TOURISM (406)
Sample Paper
Class-X (2018-19)

Time----2 Hours

MM:50

General Instructions:

1). *Question paper is divided into two sections. Section A and Section B*

2. *Section -A*

i. *Multiple choice question/Fill in the blanks/Direct Questions 1 mark each
Answer any 10 questions out of the given 12 questions.*

ii. *Very Short Answer 2 marks each. Answer any 5 questions from the given 7 questions.*

iii. *Short Answer of 3 marks each. Answer any 5 questions from 7 questions.*

3. *Section –B*

Long/Essay type questions of 5 marks each Answer any 3 questions from the given 5 questions.

4. *All questions of that particular section must be placed in the correct order.*

5. *Please check that this question paper contains 31 questions 23 questions are to be attempted.*

6. *The maximum time allowed is 2 hrs.*

SECTION -A

(Answer any ten questions out of twelve questions.)

Fill in the blanks. (1 mark each)

1. Positive attitude leads to **positive** body language. (1)
2. The group of traits that makes you unique is your **personality**. (1)
3. The objectives of the **UNWTO** are to promote and develop sustainable tourism. (1)
4. Tourism increases **employment** opportunities. (1)
5. The full form of GIT is **Group Inclusive Tour**. (1)
- 6_ **Medical emergencies** can cause serious havoc with one's travel plans. (1)
- 7A travel agent also acts as a **bridge** between tour operator and the tourists. (1)
8. Ticketing is one of the **primary** activities of the Travel agency. (1)

9. There are 32 world **heritage** sites in India. (1)
10. Entertainment is the **driver** of many tourist journey. (1)
11. Good **climatic** conditions help in taking tourism activities possible and enjoyable. (1)
- 12 **Pushkar** camel fair is one of the largest camel fairs in India. (1)

VERY SHORT QUESTIONS (2 MARKS EACH)
(Answer any five questions from seven questions)

- 13 . Write a short note on power of positive work attitude. (2)

Ans. The power of positive work attitude helps us to handle the ups and downs in the work place positively. There are certain strategies which can help us to have a positive work attitude irrespective of any circumstances at workplace, like balancing work with personal life, examining work with personal life ,focus on positivity, communication, education, maintaining interest ,sense of humour ,health ,dress.etc.

14. Write the importance of attire in Travel Industry. (2)

Ans. In travel industry attire is very important because the way we carry ourselves convey the image of the company as well as the quality of service. That is the reason why airlines employees wear high quality formal clothes to reassure high quality of service. Thus at work place what we wear indicates towards our professionalism.

- 15 .Define the term Attitude. (2)

Ans . Attitude is a settled way of thinking or feeling or evaluation (positive /negative) about some person ,object and issue .It is how we look at things ,events ,people around us and it starts inside our head. We can also say that attitude is our mental focus on the world around us

16. Name the key sources of tourism information. (2)

Ans. The key source of tourism information are the industry people, brochures, journals, media, publications that is the guide book ,travel literature is also very important ,travel and tourism industry trade shows open to the industry and the public are significant .Many industry staff members undertake formal study to improve their destination knowledge .Internet, email, and fax, destination and products updates are a features of the industry.

17. Write the Topology of tourism impact. (2)

Ans. The impact of tourism can be sorted into certain catagories. These are economic,

environment ,social and cultural ,services, taxes ,and community services .The tourism development may result in many and complex impact suggest that local elected officials ,the tourism industry and community residents need to work cooperatively and carefully to plan for its growth and development.

18. What do you understand by VISA. (2)

Ans. Visa is the permission given by a nation to enter its territory to a traveller. The most popular visa sought by the travellers are the tourist and business. To enter any country other than one's ,one must have a visa from the foreign country.

19.What is heritage ? (2)

Ans. Heritage is our legacy from the past, what we live with today and what we pass on to future generations .Our cultured and natural heritage are both irreplaceable sources of life and inspiration.

SHORT QUESTIONS (3 MARKS EACH)

(Answer any 5 questions from given 7 questions)

20. List the principles which helps us to inculcate work place etiquettes. (3)

Ans. The principles which helps us to inculcate work place etiquettes are be timely ,be polite, learn office politics, understand the four unwritten rules of business, adopt a can – do attitude ,be flexible ,give credit ,and do not differentiate people by position or standing in a company.

21.Explain the term Heredity . (3)

Ans. Heredity is the passing on of physical or mental characteristics genetically from one generation to another. We inherit certain traits such as the colour of our eyes, the shape of our face and body from our father, grandfather and great grandfather. Mainly these four aspects of personality we inherit i.e.: body build, physical attractiveness, physical defects and health conditions from our ancestors .Heredity forms our basic personality.

22. “Tourism Industry is an industry where social attractiveness of personality is very important”. Explain and give examples in support of your argument. (3)

Ans. It is more relevant in Tourism Industry where a well developed personality having high social attractiveness is more imperative and demanded than any other skill set. We should remember that tourism is a people to people industry where service provider is an integral part of the tourism product .For example: the comfort of five star hotel room like high quality bed ,international quality food, costly furniture etc are useless if the people serving in hotel lack professional attitude, ,manners, communication skills, have poor hygiene sense etc.

23. Define Tourism and discuss its categories. (3)

And. Tourism refers to that activity which is conducted for a short period of time, more than 24 hours and less than 1 year, for a non –remunerative purpose. Its catagories are as follows:

Domestic Tourism and International Tourism .Domestic Tourism involves trips made by local residents within their own countries and International Tourism involves trips between two countries.

24. Name various impact which have laid down the need of Tourism Industry. (3)

Ans. The various impact which have laid down the need of Tourism Industry are as follows Economic Benefits , Social Benefits, Cultural Benefits, and Physical Environmental Benefits Tourism also creates opportunities to develop new amenities and recreation facilities that would not otherwise be viable in community .Tourist expectations can upgrade services by local shops ,restaurants and other commerce operators

25. What do you mean by Inbound Tourism? (3)

Ans. When tourists from other countries visit a said country then they are the inbound tourists for the said country. In other words non residents or foreigners visiting a given country are known as in bound tourists. This is also known as Incoming Tourism . For example a group of Europeans visiting India are the inbound tourists for India .In this process a country earns foreign exchange from the visitors visiting.

26. Why beaches are important Tourism product? (3)

Ans . Beaches are popular among tourists seeking relaxations and recreation ,Beaches provide beautiful natural scenery with golden sands .lush green vegetations and bright blue sky. Beach tourism activities includes water and land resources use The usage involves swimming ,surfing ,sailing, windsurfing ,water scootering ,motorboat rides etc. The land use has multi facets like sunbathing ,recreational areas for tourists (parks ,playgrounds ,clubs ,theatre, amusement parks ,casino etc.)

LONG/ESSAY TYPE QUESTIONS (5 MARKS EACH)

(Answer any 3 questions from given 5 questions)

27 .Define Personality and write its determinants ? (5)

Ans. Personality in general terms means the unique set of qualities that makes you different from others Personality is actually how you present yourself to others and how people define you. Your personality is everything about you. There are certain factors which shapes personality of individuals called determinants of personality.

The determinants of personality are :

Heredity, Culture, Family Back ground ,Our Experiences through life and The People we interact with.

28. Explain the roles and objectives of STDC. (5)

Ans. Role of STDC (State Tourism Development Corporations) are as follows

1. A pioneer to attribute the tourism development process.
2. Generate Employment
3. Facilitate travel of tourists.
4. Contribute to state revenue.

5. Official host of the Government.

Objectives of STDC (State Tourism Development Corporations)

1. To establish, develop, promote, execute, operate, and otherwise carry on projects, schemes and other activities including running and maintenance of tourist vehicles to accelerate the development of tourism .
2. Construct and maintain Tourism Information Bureau and centre outside the state within the country.
3. Publish and sell different types of materials for the purposes of giving publicity to tourism.
4. Construct, lease out, take on lease, run and maintain tourist bungalows, tourist's inns, youth hostels and cafeterias.

29. What do you understand by Tourism Terminologies? What is the importance of these Terminologies? (5)

Ans. Tourism Terminologies are the terms or words that are commonly used by people of tourism industry. This term help to identify work as well as to communicate with each other while on work. These terminologies are usually acronym or one word that are used in tourism business to book air tickets ,hotel rooms or book a tour package. The list of words used in Tourism business is long and have origin from either tourism or hospitality, but commonly used in all the tourism activities. Some of the terminologies related to tourists are: Guests, Customer, PAX,FIT,GIT.

30 .Explain UNESCO and discuss in its objectives. (5)

Ans .UNESCO – The United Nations Educational Scientific and Cultural Organisation seeks to encourage the identification ,protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity.

The main objectives are to define the World Heritage in both cultural and natural aspects, to enlist Sites and Monuments from the member countries which are of exceptional interest and universal value ,the protection of which is concern of all mankind and to promote co-operation among all Nations and people to contribute for the protection of these universal treasures intact for future generations.

31 .Differentiate between natural tourism products and man - made tourism products with examples. (5)

Ans. Natural Tourism Products are associated with natural environment .these includes natural resources such as area's climate ,its setting ,landscape and natural environment .The natural resources are frequently the most important elements in a destination's attraction.

Major natural resources are :

- Countryside
- Climate
- Natural beauty, landforms ,hills, rocks ,gorges, terrain
- Water beaches ,lakes, ponds ,rivers, waterfalls, springs
- Flora and fauna
- Wildlife
- Island
- Scenic attraction
- Man-made tourism products are created by man for pleasure, leisure or business. It

can be culture, tradition, entertainment also. It can be categorised as:

- Monuments
- Museums
- Fairs and Festivals
- Music
- Dance
- Handicrafts