

ASSESSMENT # 2

Total Marks: 30

1. Give brief answers for the following questions: (12)
 - i. What are tangible and intangible services in the tourism industry? Give at least two examples for each.
 - ii. What are tourism products?
 - iii. Define tourism infrastructure and superstructure.
 - iv. Why does demand for services in tourism fluctuate?
 - v. What is the cluster concept in tourism?
 - vi. What are resort complexes?
2. Outline the factors on which the success of a destination depends. (5)
3. What is the importance of the image of a destination in the tourism industry? And what is the link between price and image? (5)

Activity (8)

Plan a visit for a group of tourists to an area with which you are familiar. Suggest why the activities and visits you plan would appeal to the group. Give as much information as possible about the activities and visits.