

K-638

Total Pages : 3

Roll No.

MTTM-101

Tourism : Concepts and Linkages

Master of Tourism & Travel Management (MTTM)

1st Semester Examination, 2023 (Dec.)

Time : 2 Hours]

[Max. Marks : 35

Note : This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

SECTION–A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. Define Tourism. Also discuss various factors responsible for growth of tourism at global level.
2. What do you understand by linkages of the tourism industry? Tabulate the various linkages of the tourism industry.
3. Define Destination Life Cycle. What are the various stages in the Destination Life Cycle?
4. Discuss in detail the structure of the tourism industry. Also write a detailed essay on tourism superstructure and infrastructure.
5. What are the main aims and objectives of the Ministry of Tourism, Govt. of India?

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. What are the various classifications of travellers?
2. What are the components of Tourism?

3. Differentiate between Juvenile and Social Tourism.
 4. Explain the importance of the term recreation in tourism.
 5. Explain tourism supply mix with suitable examples.
 6. Discuss pull and push forces of Hospitality Industry.
 7. Explain the emerging trends in tourism.
 8. Write short notes on any *one* the following :
 - (a) Tourism Motivators.
 - (b) Destination Marketing.
-

