

A-0471

Total Pages : 3

Roll No.

MTTM-02/MTTM-101

**Tourism Concepts and Linkages/Tourism:
Principles and Practices**

**Masters of Tourism & Travel Management (MTTM)
Examination 2026 (Feb.)**

Time: 02:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided in to two (02) Section 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 Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2x19=38)

P.T.O

A-0471

1. What are various components of tourism? How do they contribute in economic development of the nation?
2. Explain the scope and challenges of Alternative Tourism in India. How alternative tourism can act as a new approach for tourism promotion?
3. Discuss the Maslow's Need hierarchy and explain its importance.
4. When ITDC was established? Explain the role and contribution of ITDC in the promotion of tourism industry in India.
5. What is tourism industry? Write a detailed note on the factors affecting the growth of tourism development.

Section-"B"

(Short -answer - type questions)

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

(4x8=32)

1. Write the importance of Information in the Tourism Industry?
2. What is the difference between 'visitor', 'traveller' and 'tourist'?
3. Illustrate the Push and Pull forces in travel motivators.
4. What is the significance of Transportation in Tourism?
5. What are the main components of tourism supply?
6. What are the key differences between tour operators and travel agents?
7. State the meaning and characteristics of tourism demand.
8. Write short notes on any one of the following:
 - (a) Product Life Cycle
 - (b) Types of Distribution System
