

**A-367**

**Total Pages : 3**

**Roll No. -----**

**MTTM-101**

**Tourism Concepts and Linkages**

**Master of Tourism & Travel Management (MTTM)**

**1<sup>st</sup> Semester, Examination 2024 (June)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note :** This paper is of Thirty five (35) marks divided into 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 Nine and Half (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. What do you mean by 'Tourist'? How is it different from 'Excursionist'? Also discuss the nature and scope of tourism.
- Q.2. What do you mean by the term Infrastructure? How infrastructure and tourism development are linked together?
- Q.3. Discuss the concept of Alternative Tourism. Identify some alternative forms of tourism that can be promoted in India.
- Q.4. What is a tourism product? Also discuss the different types of tourism products.
- Q.5. What do you understand by the scope and nature of tourism demand? How do you measure tourism demand?

### **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.

[4x4=16]

- Q.1. What are the various elements of Tourism?
- Q.2. Define Destination Life Cycle.

- Q.3. What is Mass Tourism?
- Q.4. Differentiate between Inbound, Outbound and Domestic Tourism.
- Q.5. What do you mean by Push and Pull factors in tourism?
- Q.6. What are the main components of tourism supply?
- Q.7. Discuss the chain of distribution in tourism Industry.
- Q.8. Write short notes on any one of the following:
- a. GDS
  - b. MICE Tourism

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