

Roll No.

MTM–101/MTTM–101

Tourism Concepts and Linkages

Master of Tourism & Travel Management

(MTM–12/MTTM–16)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** marks containing **three (03)** sections A, B and C. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of seven and half $7\frac{1}{2}$ marks each.

Learners are required to answer *two* (02) questions only.

1. What do you mean by ‘Tourist’ ? How is it different from ‘Excursionist’ ? Also discuss the nature and scope of tourism. 3, $4\frac{1}{2}$
2. What are emerging trends in tourism ? Explain with suitable example.
3. Write an essay on ‘Emergence of Neo-Tourism’.
4. What are various components of tourism ? How do they contribute in economic development of the nation ?

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of two and half $2\frac{1}{2}$ marks each.

Learners are required to answer *six* (06) questions only.

1. Write short notes on any *two* of the following :
 - (a) Yoga Tourism
 - (b) Special Interest Tourism
 - (c) Sports Tourism
2. What do you mean by Push and Pull factors in tourism ?
3. What do you understand by tourism infrastructure and superstructure ? Explain.
4. Explain the term 'demand' in tourism business.
5. What do you mean by Linkages in Tourism ? Explain with suitable example.
6. What are various departments in any travel agency ?
7. Write a brief note on the following :
 - (a) Leisure tourism
 - (b) Mice tourism
8. Define tourism product. How is it different from commodity product ?

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this section are compulsory.

State True/False against each statement :

1. Every traveller is a tourist.

2. Dark tourism is also known as cemetery tourism.
3. WTO has its headquarters in Delhi.
4. Head office of IITTM is located in Gwalior.
5. IATA has its head office in Mumbai.
6. Tourism products are generally tangible.
7. India shares more than 5% of total international tourists.
8. Size of outbound tourism is greater than inbound in India.
9. Rajasthan state is the highest domestic tourism generating state.
10. Mr. Mahesh Chand Sharma is Tourism Minister of India.