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Total Pages : 3

Roll No.

MTTM-101

Tourism Concepts and Linkages

Master of Tourism & Travel Management (MTTM)

1st Semester Examination, 2023 (June)

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 answer 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. Write a detailed note on emerging types of tourism.

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2. What do you mean by tourist demand? Discuss its key features and factors affecting tourist demand.
3. What are the push and pull forces of tourism? Also, differentiate between them.
4. What is the meaning of travel motivation? Discuss the factors which motivate a person to visit a destination.
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 Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. What is tourism infrastructure?
2. What is leisure? Also, discuss its relationship with tourism.
3. Why in recent years international tourist movement has increased in India?
4. Differentiate between tourists and excursionists.

5. Why linkages are mandatory to develop a destination as a tourist destination?
 6. How do amenities play a most important role in the promotion of a destination as a tourist destination?
 7. Write the meaning and significance of tourist attractions.
 8. Discuss the benefits of tourism.
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