

**MTM-101/MTTM-101**  
**Tourism Concepts and Linkages**  
**Master of Tourism and Travel Management**  
**(MTM -12/MTTM- 16/17)**  
**1st Semester, Examination, 2019**

**Time : 3 Hours**

**Maximum Marks : 40**

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**Section –A**

**Note :** Attempt any two questions. (2x9.5=19)

1. Explain typology of tourism with suitable examples.
2. Elucidate tourism products and its various components with practical examples.
3. Discuss various factors responsible for growth of tourism at global level.
4. Write a detailed essay on tourism superstructure and infrastructure.

**Section – B**

**Note :** Attempt any four questions. (4 x 4 =16)

1. What do you understand by emergence of Neo tourism?
2. Explain different approaches to study tourism.
3. Discuss Pull and Push forces of tourism industry.
4. Name and discuss any eight latest tourism motivations.

5. What is the organizational structure of a standard travel agency?
6. Write a short note on significance of forward and backward integration in travel trade.
7. Discuss tourism linkages.
8. Explain tourism supply mix with suitable examples

### **Section –C**

**Note :** All questions are compulsory (10 x 0.5= 5)

What do you understand by following?

1. Visitors
2. Destination Marketing
3. Transdisciplinary Subject
4. Tourism motivators
5. Soft Tourism
6. Virtual Travel Agency
7. Perishability of tourism products
8. Elasticity of tourism demand
9. Element of tourism
10. ROP's and TOP's in tourism industry

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