

**Roll No.**

**Total No. of Pages : 02**

**Total No. of Questions : 09**

## MTTM (Sem.-1)

# TOURISM : CONCEPTS & PRINCIPLES

**Subject Code : MTTM-104-18**

**M.Code : 75626**

**Date of Examination : 17-01-23**

**Time : 3 Hrs.**

**Max. Marks : 60**

### INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

## SECTION-A

**1. Explain the following terms :**

- a) What is travel motivation in travel?
- b) What is the linkage between Leisure and Tourism?
- c) What is meant by Grand Tour?
- d) What do you understand by MICE?
- e) What is entrepreneurship?
- f) Define urban tourism.
- g) What is outbound tourism?
- h) What is tourism marketing?
- i) What is the tourism industry?
- j) What is green tourism?

## SECTION-B

2. What is the role of government in tourism development in India?
3. Define tourism and explain various types of tourism.
4. Explain the UNWTO's activities for promotion of international tourism,
5. Highlight the most visited top ten Tourist Destinations in India.
6. What is carrying capacity? Is carrying capacity of the destination a managerial concept?

## SECTION-C

7. *“Tourism as a discipline includes various subjects and thus, an integrated approach is ideal to the study of tourism”*. Evaluate the statement.
8. What do you understand by Alternative Tourism? What are the problems and benefits associated with the same?
9. What is tourism product? Discuss the unique characteristics of tourism products. How tourism products different from normal products?

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**