

Roll No.

Total No. of Pages : 02

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MTTM (2018 Batch) (Sem.-1)  
**TOURISM : CONCEPTS & PRINCIPLES**  
Subject Code : MTTM-104-18  
M.Code : 75626

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) Difference between tourist and excursionist
  - b) Tourism demand
  - c) Carrying capacity
  - d) Entrepreneurship
  - e) Tourist motivation
  - f) Urban tourism
  - g) Resort tourism
  - h) ASTA
  - i) TAAI
  - j) Alternative tourism

### **SECTION-B**

2. Describe various types of tourist with specific examples.
3. Explain the role of private sector in tourism.
4. Differentiate between tourism product and other tourism products.
5. Describe the trends in outbound tourism in India.
6. Explain various types of tourism planning.

### **SECTION-C**

7. Discuss the historical development of tourism industry in global settings.
8. Critically analyse the role of UNWTO in growth of global tourism industry.
9. Discuss the multiplier impact of tourism by taking a case study of any destination.

**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.**