



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER'S IN TOURISM MANAGEMENT (MTM -12)

Last Date of Submission: 15 Jan,2013 (जमा करने की अन्तिम तिथि: 15 Jan,2013)

Course Title: TOURISM - CONCEPT AND LINKAGES

Semester : 1st

Course Code: MTM-101

Year: 2012-13

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. What do you mean by tourism? Why is it different from travel?
2. Differentiate between different forms of tourism and link them to impacts on the environment and culture.
3. Discuss the developments that emerged in travel.
4. Define 'Carrying Capacity'. What do you understand by tourist motivation?
5. What is the role of marketing in development of tourism Industry?
6. "Tourism generates prosperity and peace". Comment on the given statement.
7. Describe various phases of Product Life Cycle.
8. What do you understand by multiplier effect in tourism?

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Discuss the relationship between adventure, sports and tourism.
2. What do you understand by Tourist Motivation? What is the Relevance of Motivation Studies?
3. What are the various factors affecting the growth of tourism industry? Explain it with the help of examples?
4. Differentiate between different forms of tourism and link them to impacts on the environment and culture.