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**TMH 401**

**First Semester M.B.A. (TTM) Degree Examination, December 2018**  
**TOURISM AND TRAVEL MANAGEMENT**  
**Tourism Principles and Practices**

Time : 3 Hours

Max. Marks : 70

- Notes :** 1) Answer *all* Sections.  
2) **No** additional answer booklet would be given.

**SECTION – A**  
**(Compulsory)**

**Note :** Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Explain the various Environmental Impacts of Tourism and propose strategies to overcome or reduce negative impacts resulted from tourism development.

**SECTION – B**

**Note :** Answer **any five** questions. **Each** question carries **8** marks and answer to the question should **not** exceed **four** pages. **(5×8=40)**

2. Briefly explain the growth and development of tourism.
3. Define travel motivators. Explain the various travel motivators.
4. What is tourism system ? Briefly discuss the Leiper's tourism system model.
5. Elucidate the role played by IATA in the development of tourism.
6. Briefly explain the aims and functions of WTO.
7. What is MICE tourism ? Discuss the potentials of Conference and convention tourism in India.
8. Explain the components and forms of tourism.
9. Illustrate the socio-cultural impacts of tourism on tourist destinations.

**SECTION – C**  
**(Compulsory)**

**Note :** Answer should **not** exceed **six** pages. **(1×15=15)**

10. "India has been recognised as an Adventure Tourism Destination". Identify and explain the major adventure tourism destinations in India.