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School of Hospitality

MBA Tourism and Travel

Mid Term Examination - Nov 2023

Duration : 90 Minutes

Max Marks : 50

Sem I - IPE101T - Tourism Concepts and LinkagesGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Define "tourist infrastructure." K2 (2)
- 2) What is the role of UNWTO in the tourism industry? K1 (3)
- 3) What were the key technological advancements that revolutionized modern transportation in the 20th century? K2 (4)
- 4) What are the economic impacts of tourism? K2 (6)
- 5) What functions does UNWTO perform to achieve its mission? K3 (6)
- 6) What role did the Grand Tour play in the development of early tourism during the Renaissance? K3 (9)
- 7) Explain the concept of cultural tourism and provide examples of destinations known for their cultural attractions. K4 (8)
- 8) How has the concept of accommodation in the tourism industry changed with the advent of the sharing economy and platforms like Airbnb? K4 (12)

OR

- How can tourism destinations leverage an understanding of travel motivations to attract more visitors? K4 (12)