

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOSPITALITY & TOURISM (BBAHT) (124)
EXAMINATION: MAY 2024
SECOND SEMESTER

Subject : Travel & Tourism –I (124205)

Date: 15/05/2024

Total Marks:60

Time:10.00 am to 12.30 pm

Instructions: 1) Each question carries equal marks.
2) Attempt any 06 questions

- Q. 1** Define tourism and explain 5 As' of tourism. **(10)**
- Q. 2** Explain Robinson's Travel Motivators in detail. **(10)**
- Q.3** Write short notes on – **(10)**
a. Religious Tourism
b. Attractions
- Q.4** What are the constituents of tourism industry? Explain in detail. **(10)**
- Q. 5** Define following terms – **(10)**
a. Tourist
b. Excursionist
c. Destination
d. Transit visitor
e. Out-bound tourist
- Q. 6** Explain the concept and characterists of a cultural tourism in detail. **(10)**
- Q.7** What is Alternative tourism? What are different types of alternative tourism? **(10)**
- Q.8** What are the different accommodation choices available to a tourist? **(10)**