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**(Printed Pages 3)**

**Roll. No. \_\_\_\_\_**

## **ITS-3591**

**B.B.A. (T) (Semester-VI) Examination, 2015**

**Tourism Strategy**

**(B. P. Old Course)**

**(BTA-602)**

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on the following:  $5 \times 6 = 30$ 
  - (a) Describe ingrediant of a good tourist destination.
  - (b) Health Tourism and its in India.
  - (c) Role of public sector in tourism industry, discuss.

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(2)

- (d) Describe different tourism products.
- (e) Tourism marketing.
- (f) Discuss different components of tourism.

**Unit-I**

- 2. Describe a tourist and what do you understand by tourism. 10
- 3. Discuss the role of media in marketing the tourism. 10

**Unit-II**

- 4. India is the Tourist destination of all seasons. Discuss. 10
- 5. Discuss different ingredients of adventure tourism and its scope in India. 10

**Unit-III**

- 6. Discuss role of private sector in the development of tourism in India. 10

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- 7. Discuss the role of government the PPP model of tourism development. 10

**Unit-IV**

- 8. Discuss different factors responsible for changes in tourism trends. 10
- 9. Write notes on the following: 5+5
  - (a) Medical tourism
  - (b) Effect of tourism on nature and preventions.

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