

Roll No. ....

Total Pages : 03

**CMTM/D-23**

**27009**

TOURIST BEHAVIOUR

CC-MTTM-302

(W.e.f.-2023-2024)

Time : Three Hours]

[Maximum Marks : 50

**Note :** Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. 1 is compulsory. All questions carry equal marks.

**Compulsory Question**

1. Write brief notes on the following :
  - (a) Tourist's destination choice
  - (b) Self-expression and identity of tourist
  - (c) Cross-cultural influences
  - (d) Assumptions of passive influences of man

**Unit-I**

2. Write a detailed description of the typical tourist decision-making process, outlining the key stages, factors influencing each stage, and the role of external and internal factors.

(7-11/2) L-27009

P.T.O.

3. Could you elaborate on the dynamic and evolving nature of tourist behavior, considering the impact of technology, changing societal values, and sustainability concerns ?

### **Unit-II**

4. What role do psychographic factors play in shaping a tourist's travel preferences and behavior ? Explain with examples.
5. How do cultural experiences, interactions with locals, and exposure to new environments contribute to the learning and knowledge acquisition of tourists during their journeys ?

### **Unit-III**

6. Write an explanatory note on extrinsic influences on tourist behavior.
7. Write detailed notes on the following :
  - (a) Environmental influences
  - (b) Social class

### **Unit-IV**

8. Can you highlight some key variables or factors that are typically included in general models of consumer and tourist behavior ? Also, explain their significance in predicting and analyzing behaviors.

9. What are the key components and stages in the Nicosia model of consumer behavior ? How does it illustrate the flow of information and decision-making in the consumer's mind ?