

Mid-West University
Examinations Management Office
Birendranagar, Surkhet
Chance - Examination, 2080

Subject: RD 535A- Rural Tourism

Level/program: Master (M.A)

Semester: III

Time: 3 Hours

FM:60

PM:30

Candidates are required to answer the questions in their own words as far as practicable.

Attempt ALL of the following Very Short Answer Questions.

10x1=10

1. List out the types of tourism.
2. Mention the components of tourism.
3. Point out the various types of tourism activities in Nepal.
4. Write short note on marketing mix.
5. What is rural tourism?
6. Mention the levels of tourism planning.
7. What is tourism promotion?
8. Point out the negative impact of tourism.
9. Mention the objective of NTB.
10. Write the benefits of Home stay tourism.

Attempt any THREE of the Following Short Questions.

3x8=24

11. Why is planning needed for tourism development? Explain.
12. What is tourism marketing? Explain its features.
13. Discuss the significance of modern information technology in rural tourism.
14. Analyze the prospects of the development of pilgrimage tourism in Nepal.

Attempt any TWO of the Following Long Questions.

2x13 =26

15. Examine the socio-economic benefits of tourism in Nepal.
16. Define eco-tourism. What are the issues and challenges of eco- tourism?
17. Analyze the prospects and problems of the development of domestic tourism in Nepal.
