

**MA/M.Sc. RURAL DEVELOPMENT  
SECOND SEMESTER [REPEAT]  
RURAL TOURISM  
MRD – 206**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

**(Objective)**

Marks: 10

*Choose the correct answer from the following:*

**1 × 10 = 10**

1. What is sustainable rural tourism development?
  - a. Rural tourism that generates a lot of revenue
  - b. Rural tourism that has a positive impact on the environment
  - c. Rural tourism that benefits the local community
  - d. Rural tourism that is planned and managed in a sustainable way
2. What are the potential negative impacts of tourism on the environment?
  - a. Pollution
  - b. Deforestation
  - c. Loss of biodiversity
  - d. All of the above
3. The first National Tourism Policy was introduced in
  - a. 1982
  - b. 2000
  - c. 1992
  - d. 2002
4. Tourism contributes to more than 5 percent of global greenhouse gas emissions, with .....accounting for 90 percent of this.
  - a. Home stays
  - b. Transportation
  - c. Fooding
  - d. None of the above
5. Tourism promotes conservation and preservation of..... resources.
  - a. Natural
  - b. Cultural
  - c. Social
  - d. All the above
6. What does the abbreviation "CBT" stand for in the context of rural tourism?
  - a. Cultural Business Travel
  - b. Community-Based Tourism
  - c. Conservation and Biodiversity Tourism
  - d. Corporate Branding Tourism
7. Expenses that do not vary with change in the level of tourism activity are.....
  - a. Marginal Cost
  - b. Variable cost
  - c. Fixed cost
  - d. Total Cost

8. What are some strategies for marketing rural tourism?
- a. Promoting unique local experiences
  - b. Collaborating with other businesses and organizations
  - c. Creating online and social media presence
  - d. All of the above.
9. What are the criteria used to measure that include the number of visitors, the length of stay, the average expenditure per visitor, the number of repeat visitors, and the level of satisfaction among visitors.
- a. Supply for rural tourism
  - b. Promotion of rural tourism
  - c. Demand for rural tourism
  - d. None of the above
10. What of these is not one of the roles of local government in rural tourism development?
- a. Providing funding for tourism infrastructure and marketing
  - b. Developing policies and regulations for tourism activities
  - c. Supporting community-based tourism initiatives
  - d. Dictating the community on what they should sell

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**(Descriptive)**

Time : 1 Hr. 15 Mins.

Marks : 25

[ Answer question no.1 & any two (2) from the rest ]

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|---|--------|
| 1. Briefly describe the key steps for incorporating Sustainability into Rural Tourism planning and management.            | 5      |
| 2. Write a short note on Economic and cultural cost- benefit of rural tourism.  | 10     |
| 3. Explain the key features of tourism policy of 2002.  | 10     |
| 4. Elaborate the application of marketing to rural tourism. What are the problems in rural marketing?                     | 5+5=10 |
| 5. Explain the factors that drive the demand and influence the motivation of people's decision to engage in rural tourism | 5+5=10 |

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