

SECTION-B

2. What do you understand by destination marketing and what is its importance in tourism industry? Explain with examples.
3. *“Cultural tourism is a growing feature of tourism industry”*. Comment.
4. As a travel guide which places would you suggest a tourist visit in Patiala and why?
5. *“A clean and healthy environment of a destination attracts more tourists”*. Comment.
6. Explain what is golden triangle and why is it a popular in tourism industry.

SECTION-C

7. What do you understand by destination market plan? Make a destination marketing plan for Amritsar.
8. What are the various distribution channels that can be used for marketing of a destination?
9. Explain in detail about pilgrimage tourism.

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