

S-641

Roll No.

BTS–203/BTTM–203

International Tourism

Bachelor of Tourism and Travel Management

(BTS-12/BTTM-16/17)

Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. What are the contemporary trends in International Tourism ? What are the basic differences between Inbound and Outbound Tourism ?
2. Describe India’s position in International Tourism in Inbound and Outbound perspective.

3. Elucidate the role and contribution of the following leading tourism organizations in promotion of tourism :
 - (a) WTO
 - (b) WTTC
4. What are tourist traffic and receipt patterns ? Explain in detail various measurement techniques for the same.

Section–B

(Short Answer Type Questions)

Note : Section ‘B’ contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Explain Adventure tourism and its key features.
2. Describe the role of PATA in tourism promotion.
3. Write a short note on tourism resources of Sri Lanka.
4. What are tourism inflow patterns in China and Spain ?
5. What are the impacts of political happenings on International Tourism ?
6. What are the future tourism projections made by WTO ?
7. Explain Demographic Segmentation.
8. Explain MICE Tourism.

Section–C

(Objective Type Questions)

Note : Section ‘C’ contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

1. What is the full form of WTO ?
2. What is the capital of Switzerland ?

[3]

3. London is the Capital of U. K. (True/False)
4. Rome is the Capital of Italy. (True/False)
5. Washington D. C. is the Capital of U. S. A.
(True/False)
6. Cairo is the Capital of Egypt. (True/False)
7. Venice city is located in Italy. (True/False)
8. Great Wall of China is located in which country ?
 - (a) China
 - (b) Italy
 - (c) Japan
 - (d) None of the above
9. France has one of the maximum tourist attracting countries in the world. (True/False)
10. The headquarters of WTO is located in :
 - (a) London
 - (b) Paris
 - (c) New York
 - (d) Geneva

