

**P-341**

Total Pages : 3

Roll No. ....

## **BTTM-203**

### **International Tourism**

Bachelor of Tourism & Travel Management (BTTM)

2nd Semester Examination, 2023 (June)

**Time : 2 Hours]**

**[Max. Marks : 35**

**Note :** This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

### **SECTION-A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. Write an elaborate note on global tourist traffic trends and tourism receipt patterns in the past four years. Support answer with relevant examples.

2. What are the roles and functions of WTTC? Also, explain its activities for the promotion of international tourism.
3. How is the Russia-Ukraine conflict impacting international tourism globally, and in India?
4. 'The global Travel & Tourism's recovery was supported more by the rise in the spending by domestic visitors than revenues from international visitors.' Discuss in context to post-COVID 19 times.
5. 'The future Tourism Policy of India has to consolidate India's competitive strengths and promote USPs (Unique Selling Propositions) where India currently outsmarts other countries of the world'. Write an elaborate note on the statement.

### **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 any Four (04) questions only. (4×4=16)

1. 'The concept of a staycation has taken on new meaning in this era, as consumers create workcations and increasingly stay longer in destinations, given the normalization of remote work.' Comment on the above statement in your own words.

2. How does bilateralism affects tourism between two countries ?
  3. Write short note on :
    - (i) Adventure Tourism.
    - (ii) Eco Tourism.
  4. Discuss the key tourism resources of inbound tourism in Nepal.
  5. Write a note on emerging trends of inbound tourism in India?
  6. What are the different categories of tourist statistics? Explain each category with example.
  7. What is the 'Incredible India' campaign ?
  8. What is Peace tourism ?
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