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Roll No. ....

## **MTTM-203**

### **International Tourism: Trends and Typologies**

Master of Tourism & Travel Management (MTTM)

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. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

### **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. What is international tourism? Also, discuss the different roles of transportation in the development of Tourism Industry.

2. Discuss the performance of India in International Tourism. Also, suggest some marketing strategies to improve its share in World Tourist Receipts.
3. What are the important functions of Department of Tourism? Also, write a detailed note on the 'Incredible India Campaign'.
4. Write a detailed note on the activities done by UNWTO. Also, discuss the projections of tourism in the UNWTO vision 2020.
5. Write a detailed notes on the following:
  - (a) Tourist Destination in UK
  - (b) Objectives of SAARC

## **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. What are the various emerging trends in tourism industry?
2. Differentiate between inbound tourism and outbound tourism.

3. Which are the important domestic tourism markets of India?
  4. Write a note on the advantages of globalizations.
  5. What are the benefits of being a member of WTTC?
  6. Write a note on the role of TTRA in the promotion of Tourism Industry.
  7. What are the various famous tourist destinations for cultural tourism in India?
  8. Write a note on the effects of terrorism on the tourism industry.
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