

BTS–203/BTTM–203**International Tourism**

Bachelor of Tourism and Travel Management
(BTS–12/BTTM–16/17)

Second Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. 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 is International Tourism ? What are the basic differences between Inbound and Outbound Tourism ?
2. Throw light on the emerging trends of adventure and MICE tourism in Indian tourism industry.
3. Elucidate the role and contribution of the following leading tourism organizations in promotion of tourism :
 - (a) WTO
 - (b) PATA

4. “International Tourism leads to global harmony, world peace and communal harmony.” Comment on the given statement with suitable example.

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 Eco-tourism and its key features.
2. Describe the role of WTTC in tourism promotion.
3. Write a short note on tourism resources of Bhutan.
4. What are tourism inflow patterns in USA and France ?
5. What do you understand by tourist traffic ? What are its measurement techniques ?
6. What are the future tourism projections made by WTO ?
7. Explain Psychological Segmentation.
8. What are the impacts of environmental mishappenings on International Tourism ? Give suitable examples.

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 PATA ?
2. What is the capital of Australia ?
3. World Tourism Day is celebrated every year on September 29. (True/False)
4. Capital of Sri Lanka is
5. Singapore is in South East Asia. (True/False)

[3]

6. Full form of SAARC Is South Asian Association for Regional Cooperation. (True/False)
7. Louvre Museum is located in which country ?
8. Mount Fuji is located in which country ?
 - (a) China
 - (b) Italy
 - (c) Japan
 - (d) None of the above
9. China attracts more number of foreign tourists than India. (True/False)
10. The headquarters of WTTC is located in :
 - (a) London
 - (b) Paris
 - (c) New York
 - (d) Geneva

