

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. Explain the tourist inflow patterns in U. S. A. Also, mention the popular tourist attractions of United States of America.
2. Discuss the performance of Sri Lanka in International Tourism. Also, suggest some marketing strategies to improve its share in World Tourist Receipts.

(B-62) P. T. O.

3. What does PATA stand for ? Discuss its roles and responsibilities in tourism industry.
4. What are the measurement techniques used in tourism industry to measure tourist traffic and receipt patterns ? Also discuss the limitations of each one.

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. Discuss on the Foreign tourist Arrival's pattern (FTA) in India since 2010.
2. Write short notes on the following :
 - (a) Target Destinations in U. K.
 - (b) Regional Disparities and tourism gap
3. Write a short note on Tourism resources of Bhutan.
4. Write a detailed note on the emerging trends in MICE.
5. Explain the functions of W. T. O. in tourism development.
6. Discuss the performance of Bangladesh in world tourism industry. Also highlight the major attractions of Bangladesh.
7. "Tourism brings communal harmony and world peace." Comment.
8. Write in detail about the impacts of the following on International Tourism :
 - (a) Economic Happenings
 - (b) Political instability

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.

Indicate whether the following statements are True *or* False :

1. W. T. O. is called as UN W. T. O.
2. As per Ministry of Tourism, Govt. of India census 2017 China is on 4th Rank in both Foreign tourist arrival and Tourist Reciept.
3. Pakistan, Nepal and Bhutan are not the part of SAARC.
4. W. T. T. C. headquarters are located in Madrid.
5. MICE stands for meeting, incentive, conference and exhibitions.
6. Which rank was attained by India in WEF's travel and tourism competitive index ?
 - (a) 39
 - (b) 40
 - (c) 41
 - (d) 42
7. What was the theme of 27th September, 2017 World Tourism Day ?
 - (a) Sustainable Tourism : A tool for Development
 - (b) Sustainable Development : A tool for Tourism
 - (c) Sustained Tourism : A tool for Development
 - (d) Sustained Development : A tool for tourism

8. Which country has been named the best country to visit in 2018, according to lovely planet 'Best in Travel 2018' list ?
- (a) South Korea
 - (b) Chile
 - (c) Spain
 - (d) New Zealand
9. W. T. O. was established in :
- (a) 1975
 - (b) 1976
 - (c) 1977
 - (d) 1978
10. Common interest tourism includes :
- (a) Visiting friends and relatives
 - (b) Business Tourism
 - (c) Leisure Tourism
 - (d) Conference Tourism