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Total Pages : 4

Roll No. -----

BTTM-203

International Tourism

Bachelor of Tourism & Travel Management (BTTM)

2nd Semester, Examination 2022(Dec.)

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 a Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2 x 9½ = 19]

P.T.O.

- Q.1. Write an elaborate note on regional distribution of international tourist traffic and tourism receipts in past year. Support your answer with relevant examples.
- Q.2. What are the roles and functions of UNWTO? Also explain its activities for the promotion of international tourism.
- Q.3. How is the Russia-Ukraine conflict impacting international tourism globally, and in India?
- Q.4. 'For over 30 years, the World Travel & Tourism Council (WTTC) has been quantifying the economic impact of Travel and Tourism, highlighting the importance of the sector globally.' Discuss.
- Q.5. 'The Tourism Policy of any country has to consolidate its competitive strengths and promote USPs Unique Selling Propositions where it 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 x 04 = 16]

- Q.1. 'COVID-19 has altered the way we live, work and travel, and shifted traveler requirements, expectations, and preferences in the process.' Comment on the statement in your own words.
- Q.2. How does bilateral relations affect tourism between two countries?
- Q.3. Write short note on:
i) MICE Tourism;
ii) Ethnic Tourism
- Q.4. Discuss the key tourism resources of inbound tourism in Bhutan.
- Q.5. What are the emerging trends of tourism industry in India?

P.T.O.

- Q.6. What are the different methods of measurement of tourist statistics? Explain with suitable example.
- Q.7. Present data of inbound tourist traffic of India for last two years.
- Q.8. 'Promoting tourism is like promoting the larger goal of peace and harmony around the world.' Write a note on the statement.
