

S-560

Total Pages : 4

Roll No. -----

MTTM-203

International Tourism: Trends and Typologies

Master of Tourism & Travel Management (MTTM)

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. Define International Tourism. What are the challenges in growing international markets?
- Q.2. Discuss India's role in international tourism. Also comment on the statement "Outbound market of India has huge potential".
- Q.3. What are the measurement techniques used in the tourism industry to measure tourist traffic and receipt patterns? Also discuss the limitations of each one.
- Q.4. What do you understand by Globalization? Also discuss the factors facilitating globalization of the tourism industry.
- Q.5. Write a detailed note on the following:
- (a) Tourist Destination in USA
 - (b) Sustainable Tourism

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. What are the different tourist attractions in Europe?
- Q.2. Discuss India's role in the development of Tourism in SAARC.
- Q.3. What are the benefits of being a member of PATA?
- Q.4. "Tourism brings communal harmony and world peace."
Comment.
- Q.5. Discuss the important natural tourist attraction sites of Mexico.
- Q.6. Explain the functions of UNWTO in tourism development.

P.T.O.

Q.7. Discuss the role of media in the promotion of tourism industry.

Q.8. Write short note on the following:

(a) Time Square

(b) Niagara Falls
