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**Roll No. -----**

## **BTS-203/BTTM-203**

**International Tourism**

**Bachelor of Tourism and Travel Management**

(BTS-12/BTTM-16/17)

2<sup>nd</sup> Semester Examination June 2022

Time: 2 Hours

Max. Marks: 40

Note : This paper is of Forty (40) 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 Ten (10) marks each. Learners are required to answer any two (02) questions only.

[2 x 10 = 20]

Q.1. Tourists from U.S.A. are considered to be a luxury tourist. They choose a tourist destination which fulfill their demand. Discuss the motivation of American tourists in the light of target destinations & demand patterns.

P.T.O.

- Q.2. Discuss the Global Tourists Traffic trends since 2010 along with the factors responsible for such growths/decline.
- Q.3. Explain the various measurement techniques adopted in tourist traffic & receipt patterns analysis along with their limitations.
- Q.4. How Covid-19 has affected World Tourism Industry?
- Q.5. Discuss revival and survival strategies to overcome tourism industry problems.

### **Section – B**

#### **(Short-answer-type questions)**

Note: Section 'B' contains Eight (08) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only. [4 x 5 = 20]

- Q.1. How does environmental happenings affect the smooth functioning of international tourism? Explain with example.
- Q.2. Discuss the role and contribution of PATA in promotion of tourism globally.

P.T.O.

- Q.3. Write short notes on:
- a. Ethnic tourism as a deterrent.
  - b. Rural tourism as an emerging trend in Indian tourism.
- Q.4. Write a note on the performance of India in the international tourism, both inbound & outbound perspective.
- Q.5. What are the various segmentation pattern for tourism markets of India? Explain.
- Q.6. Explain the performance of Bhutan in International tourism.
- Q.7. How Covid-19 has affected tourist's movement in Hill stations of India in 2020?
- Q.8. How poor relationship between two countries affects the movement of tourists?
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