

Roll No.

BTS–203/BTTM–203

International Tourism

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

Second Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** 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 seven and half ($7\frac{1}{2}$) 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. Explore the role and contribution of industrial revolution in growth and development of international tourism.
3. Elucidate the various factors that are responsible for the remarkable growth of International Tourism.
4. Throw light on the following kinds of tourism :
(a) Rural tourism

- (b) Medical Tourism
- (c) Ethnic Tourism

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *six* (06) questions only.

1. Explore the inter-relationship between leisure, recreation and tourism.
2. What if an organization like WTO have been non-existent ?
3. Explain the major negative impacts of international tourism on natural environment of any tourist destination.
4. Explain Eco-tourism and its key features.
5. Describe the important tourist attractions of Nepal.
6. Write a short note on any *five* tourist attractions of Sri Lanka.
7. Outline the differences between 'Eco-tourism' and 'Nature tourism'.
8. What do understand by 'demographic segmentation' ?

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. World Tourism Day is celebrated every year on September 29. (True/False)

2. The World Tourism Organization reports which country as the biggest spenders on international tourism for the year 2014 ?
3. What is the full form of WTTC ?
4. Full form of MICE is
5. What is the capital of Germany ?
6. The World Tourism Organization reports which of the following country as the most visited in terms of the number of international travellers in 2014 ?
 - (a) France
 - (b) Spain
 - (c) U. S. A.
 - (d) Germany
7. In year 2014, India received maximum international tourists from which of the following country ?
 - (a) USA
 - (b) France
 - (c) Canada
 - (d) China
8. Eiffel tower is located in which of the following countries ?
 - (a) France
 - (b) Spain
 - (c) Italy
 - (d) Germany

9. The World Tourism Organization is a specialized agency of :
- (a) International Bank for Reconstruction and Development
 - (b) International Civil Aviation Organization
 - (c) United Nations
 - (d) Economic Cooperation Organization
10. The headquarters of World Tourism Organization is situated in :
- (a) Rome, Italy
 - (b) Paris, France
 - (c) Madrid, Spain
 - (d) Berlin, Germany