

Roll No.

MTM–203/MTTM–203

International Tourism : Trends and Typologies

Master of Tourism and Travel Management
(MTM–12/MTTM–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. Highlight emerging tourism products in Indian Domestic Market and also discuss the efforts of Ministry of Tourism, Govt. of India to promote these products.
2. Human Resources Development, Employment and Revenue Generation are the key components for globalized hotel, catering and tourism sector. Critically analyze.

3. Do you think that Indian Tourism policy set its goal with priorities in promoting domestic and international tourism ?
4. Discuss the the role of UNWTO in achieving the Sustainable Development Goals (SDGs) in tourism industry.

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. Write a short note on the regional travel patterns and trends of Asia and Pacific.
2. Briefly describe Adventure Tourism, Ecotourism and MICE tourism.
3. “Nepal–Once is not enough.” Does this slogan perfectly place Nepal Tourism in the global tourism map.
4. Put a precise note on historical development of tourism.
5. Travel and Tourism is a truly global, economic activity. Comment.
6. Based on Valene Smith’s theory, enlist the various psychological factors which influence Travel decision of a tourist.
7. Highlight the *six* key components of international tourism development.
8. List out the major wellness tourist spots and places on the world map of Switzerland.

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. SWOT analysis is a technique for summarizing tourism business. Here what does SWOT stand for ?
 - (a) skills, workers, organizations, and teams
 - (b) strengths, weaknesses, opportunities, and threats
 - (c) strategy, wholesalers, objectives and trademarks
 - (d) store, warranty, occupations, and tariffs
2. GATS stands for :
 - (a) General Agreement of Trade and Services
 - (b) Global Agreement on Trade and Services
 - (c) General Agreement on Trade in Services
 - (d) Global Agreement on Trends and Services
3. PATA was founded in the year :
 - (a) 1949
 - (b) 1950
 - (c) 1951
 - (d) 1952
4. The Headquarters of Organization for Economic Co-operation and Development (OECD) is situated in :
 - (a) Paris
 - (b) New York
 - (c) London
 - (d) Moscow

5. Match the following organizations with the year of their establishment :

Organization		Year	
(A)	TAAI	(i)	1948
(B)	ASTA	(ii)	1955
(C)	OECD	(iii)	1951
(D)	FHRAI	(iv)	1931

Code :

	(A)	(B)	(C)	(D)
(a)	(i)	(ii)	(iii)	(iv)
(b)	(ii)	(iv)	(iii)	(i)
(c)	(iii)	(iv)	(i)	(ii)
(d)	(iii)	(i)	(ii)	(iv)

6. A conceptual framework that links a comprehensive reconciliation of tourism data and macroeconomic analysis known as :
- Tourism Statellite Account (TSA)
 - Tourism Statistical Analysis
 - Traval Satellite Account
 - Tourism Service Account
7. WTTC stands for :
- World Tourism and Trade Council
 - World Trade and Travel Council
 - World Travel and Tourism Committee
 - World Travel and Tourism Council

8. Tourism accounts for more than 10% of the world's GDP. What does GDP stand for ?
 - (a) General Domestic Product
 - (b) Gross Domestic Product
 - (c) Gross Domestic Profile
 - (d) Gross Demand Profile
9. Tourist Attractions of 'The Leaning Tower of Pisa' is in which country ?
 - (a) USA
 - (b) Canada
 - (c) Switzerland
 - (d) Italy
10. Hotels situated on the Highways are known as :
 - (a) Inns
 - (b) Motels
 - (c) Airport hotels
 - (d) None of these

