

**BTS 203/BTTM-203**

**Internationnal Tourism**

Bachelor of Tourism and Travel Management

(BTS-12/BTTM-16/17)

Second Semeter, Examination, 2019

**Time : 3 Hours**

**Maximum Marks : 40**

**Note :** This paper is forty 40 marks containing three (03)sections A,B & C. Attempt the questions contained in theses sections according to the detailed instruction given therein

**Section –A**

**(Long Answer Type Questions)**

**Note:** Section 'A' contains four (04) long answer type questions of nine & half (9 ½ ) marks each.Learner are required to answer any two(02) questions only.

(2×9 ½ =19)

1. Explain the tourist attractions of france. Also mention the tourist inflow pattern of fiance since 2010.
2. Discuss the major tourist attraction of Nepal.Also mention its state In International tourism.
3. When was W.T.T.C. established? Explain its contribution in tourism industry.
4. Write down the impacts of following on International Tourism industry
  - (a) political
  - (b) Economic

## Section – B

**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 4 =16)

1. Discuss the global tourist traffic trends along with receipt pattern from 2008 to 2017
2. Define Target Destination. Explain the demand pattern of tourist out flows from U.K.
3. Discuss the performance of maldines in international tourism.
4. Write in brief about the geographic & psychographic segmentation of the tourism markets of India.
5. When was W.T.O. established? Where does. Its headquarter located? Explain its role in tourism industry.
6. Explain the contribution of PATA organization in tourism promotion.
7. Explain the projections of tourist inflow and forex earning in India made by WTO and WTTC
8. "International tourism brings world peace and communal harmony" comment.

## Section –C

### (Objective type Questions)

**Note :** Section 'C' contains ten(10) objective type questions of half mark each. All questions of this section are compulsory.

(10 x 0.5= 05)

Write True or False for the following:-

1. The major role of W.T.O is to create global time table for all the flights.
2. Rural tourism promotes sustainable tourism
3. Psychographic segmentation deals with the age, income, gender etc of the tourist.
4. T.G.V train runs in Japan.
5. MICE stands for meeting, Incentive, Conference & Exhibition .
6. Which of the following is a water based adventure sports activity?
  - a. Bungee Jumping.
  - b. Paragliding.
  - c. Parasailing.
  - d. Rappelling.
7. Quantas Airline belongs to:-
  - a. Austria.
  - b. Switzerland.
  - c. Australia.
  - d. Spain.
8. The Capital of Maldives:-
  - a. Male.
  - b. St. Lucia.
  - c. Sharzah.
  - d. Zeddah.

9. Colosseum & Learning Tower of pisa are located in :-
- a. USA
  - b. France
  - c. Italy
  - d. Switzarland.
10. What is the position of India in world tourism Ministry of Tourism, Govt. of India seveces 2017 ( in Foreigh Tourist Arrival)?
- a. 25<sup>th</sup>
  - b. 28<sup>th</sup>
  - c. 30<sup>th</sup>
  - d. 32<sup>th</sup>

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