

MTM-203/MTTM-203

International Tourism : Trends and Typologies

Master Of Tourism and Travel Management
(MTM-12/MTTM-16/17)

Second Semester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into 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 Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.
(2×9½=19)

1. Discuss the global tourist traffic & tourism receipt patterns.
2. Elaborate the demographic and psychographic segmentation of tourism market.

3. Explain PATA and OECD.
4. Define tourism measurement with their Scope and Constraints.

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. (4×4=16)

1. Describe the Emergence trends of tourism.
2. Explain the regional gap in tourism.
3. What do you mean by geographic segmentation of tourism market ?
4. Define the SAARC countries.
5. Elaborate the World Trade Organisation in detail.
6. Explain trends defining the global travel industry in 2017.
7. Discuss the effective crisis in mangement.
8. Highlight the Scope and implications of tourism.

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. (10 $\times\frac{1}{2}$ =05)

1. Who was the founder of inclusive tour ?
(a) Thomas Cook (b) Dennis
(c) Wright brothers (d) None of these.

2. _____ tourism involves people travel within the country
(a) Domestic (b) International
(c) Inbound (d) Outbound.

3. The first ever Indian tourism day was celebrated on
(a) March 20, 1990 (b) September 15, 1988
(c) Jan. 25, 1988 (d) May 30, 1981

4. Establishment of world travel & tourism council.
(a) 1991 (b) 1992
(c) 1990 (d) 1980

5. Where is the headquarters of UNWTO?
(a) Madrid (b) Jeneva
(c) Tokyo (d) New York

6. The headquarters of IATA.
- (a) Janeva (b) Montreal
(c) London (d) None of these.
7. First airline of India is.
- (a) Air India (b) Indigo
(c) Tata and sons (d) None of these.
8. _____year annouced the open sky policy
- (a) 1986 (b) 1995
(c) 1990 (d) 2003
9. The Concept of motels was originated in_____
- (a) London (b) USA
(c) Germany (d) France
10. UFTAA founded in
- (a) New York (b) London
(c) Rome (d) None of these.
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