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[Roll No.]

BTTM-203

**Bachelor of Tourism & Travel
Management (BTTM) IInd Semester
Examination Dec., 2023**

INTERNATIONAL TOURISM

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

(Long Answer Type Questions) 2×9½=19

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any *two* (02) questions only.

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(1)

P.T.O.

1. Discuss the factors contributing to contemporary trends in international tourism.
2. Investigate the dynamics of tourist outflows from leading tourism market countries. How do these leading countries contribute to shaping global tourism trends?
3. Analyze the state of international tourism in the SAARC region, with a specific focus on India. Discuss the challenges and opportunities faced by SAARC nations in the international tourism landscape.
4. Examine the impact of major political, economic and environmental events on international tourism. Discuss specific examples and their implications for the tourism industry.
5. Outline the roles and functions of the World Travel & Tourism Council (WTTC). Discuss specific initiatives or functions that WTTC performs to enhance and promote international tourism.

Section–B

(Short Answer Type Questions) 4×4=16

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.

1. How has technology influenced recent trends in international tourism ?
2. Outline the factors that make India a unique and attractive destination in the BIMSTEC.
3. Discuss the role of UNESCO in promoting sustainable tourism on the international stage.
4. Elaborate on the cultural perspectives that impact international tourism.
5. What challenges do destinations face in adapting to contemporary trends in international tourism?
6. Discuss two tourism attractions in India that contribute significantly to international tourism.
7. Explain the role of the World Tourism Organization (UNWTO) in shaping global tourism policies.
8. Provide an example of how environmental sustainability is addressed in contemporary international tourism.
