

**K-644**

Total Pages : 3

Roll No. ....

**MTTM-203**

**International Tourism: Trends and Typologies**

Master of Tourism & Travel Management (MTTM)

2nd Semester Examination, 2023 (Dec.)

**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 therein. 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)**

**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.

(2×9½=19)

1. Define International Tourism. Also write a detailed note on domestic tourism market in India.
2. Define the different types of tourism. Also discuss the different role of transportation in the development of tourism industry.
3. Discuss the important tourist attractions of Europe. Also describe the potential of cultural tourism in any one European country.
4. List the different types of emerging tourism activities. Enumerate the basic differences between Market-led and Alternative Tourism Products and their marketing styles.
5. Which are the different tourist attractions in Asia? Also elaborate on any two heritage site of Asia that attracts international visitors. Region?

## **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. What are the important functions of Ministry of Tourism. Govt. of India?

2. Differentiate between inbound tourism, outbound and domestic tourism.
  3. What do you understand by the TTRA?
  4. Discuss the important activities done by PATA.
  5. List out various countries which receive maximum India outbound tourists.
  6. Which are the important domestic tourism markets of India?
  7. Write a note on the disadvantages of globalisation.
  8. Write short notes on any *one* the following:
    - (a) MICE Tourism
    - (b) The concept of 'Chindia'
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