

**A-0264**

**Total Pages : 4**

**Roll No. -----**

**BTTM-203**

**International Tourism**

**Bachelor of Tourism & Travel Management (BTTM)**

**2<sup>nd</sup> Semester Examination 2024(Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note : This paper is of thirty five (35) marks divided into**

**Two (02) Section 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.**

**P.T.O.**

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## **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.**

**(2x9½=19 )**

- Q.1. Discuss India's position in international tourism from both inbound and outbound perspectives.
- Q.2. Explore the emerging trends in tourism. How do these trends impact India's tourism prospects?
- Q.3. Examine the role of the WTO (World Tourism Organization) in the promotion of international tourism. What initiatives have been the most impactful?
- Q.4. Evaluate the factors influencing tourist inflow patterns to popular destination countries such as France and China. How do these countries maintain their global appeal?
- Q.5. Describe the positive and negative economic impact of international tourism.

## **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.**

**[4x4=16]**

- Q.1. Provide an example of how a recent political event has impacted international tourism.
- Q.2. Mention two key projections made by the WTO about the future of international tourism.
- Q.3. Discuss one way in which international tourism promotes global understanding and world peace.
- Q.4. What are the main limitations of current measurement techniques for tourist traffic and receipt patterns?
- Q.5. What is the primary focus of PATA (Pacific Asia Travel Association) and how does it support member countries?

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- Q.6. Highlight two challenges faced by the tourism sector in Nepal.
- Q.7. How has the Maldives positioned itself as a premier international tourist destination?
- Q.8. What are two major challenges affecting India's outbound tourism market?

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