A-0253

MTTM-203

International Tourism: Trends and Typologies

Master of Tourism & Travel Management (MTTM)

2nd Semester Examination 2024 (Dec.)

Time: 2:00 hrs   **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.

P.T.O.

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.   What is the impact of ongoing wars happening in various parts of the world on global tourism industry?

Q.2.   What are the various trends and issues in International Tourism today?

Q.3.   What are the reasons which make Europe on of the most popular touristic region of the world?

Q.4.   What do you understand by demographic and psychographic segmentation of tourism markets?

Q.5.   Which are the main touristic regions for the MICE and Medical Tourism in the world?

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. Differentiate between Eco Tourism and Adventure Tourism.

Q.2. What do you understand by Well-being Tourism?

Q.3. What are roles and responsibilities of PATA?

Q.4. What is Ethnic Tourism? Explain with the help of example.

Q.5. What do you understand by inbound and outbound tourism?

P.T.O.

Q.6. Write a note on challenges faced by SAARC region for the tourism development.

Q.7. Comment on the India's performance in global tourism industry in the last few years?

Q.8. Which are the leading tourist attracting countries in the world and what are the main reasons of their success?

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