

**A-382**

**Total Pages : 3**

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

**BTTM-203**

**International Tourism**

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

**2<sup>nd</sup> Semester, Examination 2024 (June)**

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Examine the regional distribution of international tourist traffic and tourism receipts. Discuss the potential strategies for addressing these disparities to foster balanced tourism development worldwide.
- Q.2. Conduct an in-depth analysis of the patterns of tourist inflow to popular destination countries. Explore the factors influencing the preferences of international tourists towards these countries.
- Q.3. Explore India's role in international tourism from both inbound and outbound perspectives. Assess the factors influencing India's position in the global tourism market.
- Q.4. Explore the future perspectives of international tourism, focusing on projections made by organizations such as the UNWTO and other institutions. Evaluate the key trends and factors shaping the future of international tourism.
- Q.5. Probe into the activities undertaken by the World Travel & Tourism Council (WTTC) to promote international tourism. Analyze the specific strategies or campaigns implemented by WTTC in its efforts to foster growth and sustainability in the global tourism industry.

## **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. Discuss the reasons for France being the top international tourist destination.
- Q.2. Explain the functions and significance of PATA in the context of international tourism.
- Q.3. How does international cooperation contribute to the promotion of tourism globally?
- Q.4. Discuss some key perspectives that shape the landscape of international tourism.
- Q.5. Identify two emerging trends in contemporary international tourism.
- Q.6. Describe the specific role of India within the Indian sub-continent in promoting international tourism.
- Q.7. Name one leading international organization actively involved in promoting tourism and outline its contributions.
- Q.8. What perspectives should be considered when analyzing the dynamics of international tourism?

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