

A-0655

Total Pages : 3

Roll No.

BTTM-203

Bachelor of Tourism & Travel Management (BTTM)

(International Tourism)

Examination, June 2025

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.*

Section-A

(Long Answer Type Questions) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

1. Discuss the trends in global tourist traffic and tourism receipts over the last decade. Highlight the factors driving these trends.
2. Write a detailed note on features, functions and role of PATA.
3. Examine the dynamics of tourist outflows from leading tourism market countries, focusing on demand patterns and target destinations. Provide examples from the U.S.A.
4. Analyze how major political events influence international tourism. Use relevant examples to support your discussion.
5. Critically evaluate the future projections of international tourism made by the WTO and other institutions. How reliable are these predictions for planning sustainable 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. Explain the importance of psychographic segmentation in understanding tourism markets in India.
2. Define “MICE tourism” and explain its significance in the Indian tourism context.
3. Write a note on positive and negative environmental impacts of international tourism.
4. Briefly describe the role of WTTC (World Travel and Tourism Council) in international tourism.
5. Differentiate between domestic and international tourism.
6. Define "tourism gap" and provide examples of regions with significant disparities in tourism receipts.
7. What are the primary motivations for tourists from Canada and Australia when selecting their travel destinations ?
8. Briefly describe the reasons behind Switzerland’s popularity as a tourist destination.
