

A-0664

Total Pages : 3

Roll No.

BTTM-502

Bachelor of Tourism & Travel Management (BTTM)

(Leading World Destinations)

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.

- Q. 1. Discuss the major tourist attraction of the USA. Explain how their diverse landscape and cultural offerings make them popular among international tourists.
- Q. 2. Explain the role of historical and cultural heritage in attracting tourists to Italy. Highlight specific UNESCO World Heritage sites and discuss how the Italy preserves and promotes its heritage to sustain tourism.
- Q. 3. Discuss the factors contributing to the rise of Thailand as an emerging tourists destination. Explain the challenges and opportunities in building sustainable tourism.
- Q. 4. Explain the uniqueness of South Africa. Discuss the natural wonders, cultural distinctiveness and efforts in promoting tourism.
- Q. 5. What role do China's Great Wall and Modern Skylines play in its heritage tourism appeal ?

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.

- Q. 1. Which iconic tourist attractions of Canada attracts millions of tourists annually ?
- Q. 2. How does Mexico's blend of history, culture and cuisine shape its tourism industry ?
- Q. 3. What makes the Amazon Rainforest and Rio Carnival unique attractions in Brazil ?
- Q. 4. How does Thailand's floating markets offer a unique cultural experience ?
- Q. 5. Why is New Zealand a prime destination for adventure and nature lover ?
- Q. 6. Why is the Louvre Museum Significant in promoting France's art tourism ?
- Q. 7. What makes Egypt's pyramids a timeless attraction for global travellers ?
- Q. 8. Differentiate between the tourism industry of USA and Canada.
