

IMBA AVT Semester 4 Examination**IMBA AVT 124****International Tourism****June-2024****Time : 2-30 Hours]****[Max. Marks : 70**

Note: There are 5 questions; each question carries **(14 Marks)**.

Answer the following question in detail.

Q1.

1. Differentiate between international and domestic tourism. Discuss the scope and potential of each type of tourism.
2. What are the various types of international tourism? Provide examples and discuss their characteristics.

OR

Q1. Evaluate the role of the Government of India in promoting both domestic and international tourism, analyzing key policies, initiatives, and challenges.

Q2. Examine the economic impact of international tourism on both global and regional economies, considering factors such as foreign exchange earnings, job creation, and contribution to GDP.

OR

Q2. Discuss key drivers such as technological advancements, socio-cultural shifts, geopolitical events, and economic conditions.

Q3.

1. Evaluate the effectiveness of these approaches and their contribution to the overall tourism landscape
2. Examine the concept of alternative tourism, including its meaning, various types, and significance in promoting sustainable development.

OR

Q3. Evaluate the role of governments, international organizations, and the tourism industry in addressing these barriers and promoting safe and sustainable travel practices.

Q4. Explain in detail:-

1. Analyze the role of destination marketing and promotional campaigns in shaping India's outbound tourism to destinations like Dubai, Singapore, Malaysia, and Thailand.
2. Define Domestic tourism? Explain the major tourist generating states in India.

OR

Q4. Explain in detail-

- (1) Examine the trends and factors driving India's outbound tourism to destinations such as Dubai, Singapore, Malaysia, and Thailand.
- (2) Examine the cultural exchange and bilateral relations fostered by India's outbound tourism to Dubai, Singapore, Malaysia, and Thailand.

Q5.SHORT ANSWERS (Each Question One Marks Attend any Fourteen)

1. What is the scope of domestic tourism?
2. Name one international organization involved in promoting tourism.
3. Define inbound tourism.
4. Name one major tourist generating state in India.
5. What is the role of the Government of India in promoting international tourism?
6. Define alternative tourism in one sentence.
7. What does IATA stand for?
8. Define outbound tourism.
9. What is the economic impact of international tourism?
10. What does MOTGOI stand for?
11. Name one type of alternative tourism.
12. What are the characteristics of inbound tourism?
13. Define international tourism.
14. What is the role of the WTO in tourism?
15. Name one case study destination for alternative tourism in Brazil.
16. Define domestic tourism.