

1/16

1605E690

Candidate's Seat No : _____

BBA in AVI (NEP) Sem.-4 Examination

DSC-M-AVI-244

International Tourism

Time : 2-00 Hours]

May-2025

[Max. Marks : 50

Figures to the right indicate Full Marks.

Do not write anything on the question paper.

Do not use scientific calculators.

Q 1	Discuss the historical development of international tourism across various ages. OR Explain the significance of the Silk Route in ancient international tourism.	10
Q 2	Explain the contribution of wildlife sanctuaries and national parks in global tourism development. OR Describe the spiritual and adventure attractions of Tibet for international tourists.	10
Q 3	Discuss the tourism value of local handicrafts such as woodwork and its impact on rural economy. OR Discuss the significance of handicrafts (textiles, clay, stone) in promoting local markets.	10
Q 4	Describe how trade fairs contribute to business tourism globally. OR Discuss the importance of cultural festivals in destination branding.	10
Q 5	Discuss the role of FITUR and PATA Travel Mart in enhancing global tourism networks. OR Describe any three major tourist destinations in Europe with cultural relevance.	10