

School of Hospitality

Department of Hospitality
Mid Term Examination

Exam Date: 30 Sep 2023

Time : 90 Minutes

Marks : 50

Sem V - I1UA504B - New Age Tourism

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) New Age Tourism has no connection with nature and environmental awareness K2 (2)
- 2) New Age Tourism focuses on conventional sightseeing and typical tourist experiences K1 (3)
- 3) How can destinations promote gastronomic tourism effectively? K2 (4)
- 4) Describe the concept of mass tourism and its historical rise. K2 (6)
- 5) What is Antarctic tourism, and what are the environmental challenges associated with it? K3 (6)
- 6) What is gastronomic tourism, and how does it promote cultural exchange and destination exploration? K3 (9)
- 7) How do destinations capitalize on film and TV tourism? K4 (8)
- 8) How has the health and wellness tourism industry evolved in recent years, and what are its main drivers? K4 (12)

OR

What is festivals and event tourism, and how does it contribute to the growth of tourism in a destination? K4 (12)