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School of Hospitality

Bachelor of Business Administration in Tourism and Travel
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - I1UA505C - Tourism Trends and Issues Domestic and International

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Part of the job of Tourist Boards is to keep a check on standards. K1 (2)
- 2) Explain the origin and development of tour operations after the grand tour. K2 (4)
- 3) Analyze the threat to the natural resources of Africa and suggest measures? K2 (6)
- 4) Differentiate between Tailor made itineraries and flexible itineraries. K3 (9)
- 5) Technology is developing fast people are more attracted to Disneyland, and Ferrari world what do you think historical and cultural destination will lose their significance in the future? Analyze and Express your views. K3 (9)
- 6) Briefly describe tourism in the post-pandemic world. K5 (10)
- 7) What are the 5 A's of tourism products? Explain in detail. K4 (12)
- 8) How can culture be developed as a tourism product ? Explain taking India as a case study. K5 (15)
- 9) What is the scope of Special Interest Tourism in India? Discuss various factors related to the design of SIT. K5 (15)
- 10) Virtual travel during the pandemic and travel through travel vloggers, discuss the contribution of these influencers in promoting the destination. K6 (18)