MB-124E

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
Global Tourism (Elective - E)

Time : 3 Hours **Max. Marks : 80**

Instruction : Attempt all Sections.

SECTION - A

Q1) Answer any Five Sub-questions. Each sub question carries 3 marks. **[5×3=15]**

a) Define the term Global tourism.

b) State any three attractions in Maldives.

c) What is Global code of Ethics?

d) What is Burj Khalifa?

e) Define domestic tourism?

f) What is Eiffel Tower?

g) State any six Mysore tourism attractions.

SECTION - B

Answer any four questions. Each question carries 5 marks. **[4×5=20]**

Q2) Write a short note on importance of Global tourism.

Q3) Explain any two tourist attractions in Sri Lanka.

Q4) Examine any two tourist attractions in Singapore.

Q5) Bring out the importance of Island tourism.

Q6) Describe the tourism planning and important attractions in Bangkok.

Q7) Write an explantory note on Tourism in France.

SECTION - C

Answer any three questions. Each question carries ten marks. **[3×10=30]**

Q8) Discus the tourism potentialities and major destinations of Europe.

Q9) Explain the prospects of tourism Marketing.

Q10) Explain in detail top live tourist destination and its importance in Argentina.

Q11) Explain the tourism planning and important attractions in Maldives.

Q12) Give an account of the tourist attractions of any two countries in Africa.

SECTION - D

Q13) Case (Compulsory) **[1×15=15]**

Ghana is a country in west Africa. Ghana is growing in popularity as a leisure destination. In the past Ghana was only popular with business tourists who were keen to benefit from Ghana's fast growing economy and political stability. The government of Ghana is funding new projects that will improve the appeal of the destination. These projects include expanding and improving Kotoka International Airport and road networks. They are also investing in raising awareness of the destination and its unspoilt coastlines, rainforests, culture and historical heritage.

There has also been an increase in the number of international hotel chains which have high accommodation grading, increasing the quality of accommodation that the destination offers. Tourism data for Ghana is limited, however, it is estimated that there are one million visitors a year and only 20% of these visit for leisure purposes. Ghana's largest source market for leisure tourists is from the nearby country of Nigeria. It is hoped that with the new developments and improvements Ghana will also appeal to leisure tourists from Europe.

Question:

Explain three likely reasons why Ghana's largest source market for leisure tourists is Nigeria.