MB124E

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective-E: Tourism

Global Tourism

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) What is Great Wall of China?

b) What is Mount Fuji?

c) Define Ethnic Tourism.

d) State any Six-Kenya tourist attractions.

e) What is African Safari?

f) What do you understand by Sydney Opera House?

g) What is Disney Land?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. Write an explanatory note on tourism in South Africa.

3. "India can become global tourist destination". Discuss.

4. Explain the role of ethics in Global Tourism.

5. Discuss the natural and man-made attractions in Indonesia.

6. Explain the tourism potentiality of Thailand.

7. Write an explanatory note on tourism in Egypt.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Explain the role of Island Tourism.

9. Discuss the various challenges of International Tourism.

10. Explain in detail the tourism planning activities of China.

11. Discuss the growth and trends of global tourism.

12. Describe the main cultural attractions of India.

SECTION - D

13. Case (Compulsory) (1×15=15)

The prolonged stresses of 'globalised living' have created the reason for emergence of the wellness tourism in a big way. It attracts those people whose diurnal cycles are continually out of sync with their clients in varying time zones. Due to the ever growing feeling of routine, monotony, boredom and mechanical life, as also the sustained exposure to congestion, pollution and traffic snarls etc; - the dwellers of industrial and urban agglomerations are in innate need of wellness tourism to re-establish the equilibrium of their life. They are ready to pay substantial fees to eat less, eat better, exercise, be counselled, sleep more, meditate, and be subjected to a regimen of masses, purging and sweating. Wellness tourism provides them excellent treatment and at the virtual end of the treatment where they will feel 'De-stressed, Detoxified and more Centred'. Seemingly, the wellness tourism is like an antidote to the problems of stresses and strains, be it physical, mental and /or psychological.

What the wellness tourists generically look forward in terms of the potential places, activities and, amenities and facilities, obviously varies from person to person and, situation to situation. Thus, some of them would like to be absorbed in yoga and meditation, others may find solace in staying in ethnic environment, and still others would prefer rather virgin ecological zones to be part of the infinite free flowing energy of the nature so as to get recreated or rejuvenated, and so on.With the ongoing pace of the modernization, one can easily claim that the horizons of wellness tourism are bound to dramatically and dynamically grow.

Question:

Explain the factors that can affect the growth of wellness tourism in world wide.

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