MB-124E

Sl.No. :

Total No. of Pages : 3

Fourth Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (Non - CBCS)
MANAGEMENT
Elective - E : TOURISM
Global Tourism

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

Instruction : Answer all the sections.

SECTION - A

Answer any five sub-questions. Each question carries three marks :

[5 × 3 = 15]

Q1) a) What is Disney Land?

b) What do you understand by Grand Canyon?

c) Define international Tourism.

d) What is Marketing?

e) What is Island Tourism?

f) What is Masai Mara National Park?

g) Define Outbound Tourism.

SECTION - B

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

Q2) Write a short on Brazil.

Q3) Explain the Tourist Attractions in Germany.

Q4) Discuss the major Tourist Attractions in Austria.

Q5) Explain the tourism potentially & newyork city.

Q6) Discuss the tourism activities in Sydney.

Q7) Explain the geographical features of Niagara falls.

SECTION - C

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

Q8) Explain the tourism potentiality of Italy.

Q9) Enumerate the tourist attractions of UK.

Q10) Explain the challenges of Global tourism in the Present scenario

Q11) Discuss the Historical development of tourism.

Q12) Elucidate the major tourism activities and destinations of Malaysia.

SECTION - D

Q13) **Case (Compulsory) :** **[1 × 15 = 15]**

Tourism is a worldwide phenomenon that is experiencing a very dynamic growth especially over the last two or three decades. It is the single largest service industry in the world and different studies indeed make the forecast that it will become the activity generating the highest income by the beginning of the 21st Century. Although the excellent pace of growth of 2004 was expected to slow down gradually, for the moment growth rates are very similar to those seen in the second half of 2004, a year in which international tourist arrivals grow by more than 10 percent to an all time record of 763 million. International tourism receipts reached in 2004 a new record value of US $ 622 billion as expressed in absolute figures. Indian economic scenario has also taken a dramatic shift in the consumer demographic as well. Today the middle class income segment stands at 350-400 million,over 300 million people are in the age group of 25 -40.

International travel too was tremendously encouraged as Air India and Indian Airlines increased their frequency on international routes. The fact that more international airlines have been given access to Indian skies gives tourism even more impetus. The momentum continues with players like Air Sahara and Jet Airways steadily increasing their international presence. These airlines have created yet another segment and provide new opportunities for the domestic traveller. And the domestic travel is making full use of this opportunity a fact that is made very clear with the 25 percent rise in domestic business.

Question :

Explain post covid scenario in International Tourism.

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