MBSC-4.3E

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
Tourism
Global Tourism (Elective - E)
(CBCS Scheme)

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

SECTION - A

Answer any Five questions. Each question carries Five marks. (5×5=25)

1. Discuss role of tourism in the economic development of developing countries.

2. Explain the term " integrated approach" in global tourism.

3. Describe the ethical concerns arise in international tourism.

4. Discuss key trends in the growth of global tourism.

5. Name some major tourist destinations in the USA and their significance.

6. How does cross-cultural understanding influence tourist behaviour?

7. Explain the major challenges for the global tourism industry.

SECTION - B

Answer any Four questions. Each question carries Ten marks. (4×10=40)

8. How can India become a global tourist destination?

9. Explain the relationship between tourism marketing and global tourism growth.

10. Analyze the challenges facing island tourism in today's global tourism market.

11. Discuss the contribution of international tourism to sustainable development.

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12. Examine the growth of international tourism and its challenges.

13. Highlight the importance of European tourist destinations in the global tourism market.

SECTION - C

14. Case Study (Compulsory). **(1×15=15)**

Analyze a case of your choice where a tourism destination form a developing country successfully managed to attract international tourists. Discuss the marketing strategies used.
