MBSC-4.3E

Sl.No. :

Total No. of Pages : 2

Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
Toursism (Elective - E)
Global Tourism

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

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) What are the ethical considerations in the promotion of global tourism?

Q2) Explain the contribution of global tourism to sustainable development.

Q3) What are the challenges faced by the global tourism industry?

Q4) How can island tourism be developed sustainably?

Q5) Discuss the significance of selected tourist destinations in European countries.

Q6) What role does marketing play in the growth of global tourism?

Q7) Name two tourist destinations in selected African countries and discuss their importance.

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Discuss the integrated approach to global tourism and its benefits.

Q9) Analyze how international tourism influences cross-cultural understanding.

Q10) Explain the trends in the growth of international tourism in developing countries.

Q11) What are the opportumities in international tourism from a future perspective.

Q12) Discuss the global significance of tourist destinations in Asian countries.

Q13) Examine how the USA contributes to global tourism with reference to key tourist destinations.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

Study a scenario where a European country has marketed itself as a top global tourist destination. Analyze the strategies involved and the challenges faced.

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