MBSC-4.3E

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

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

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

SECTION - A

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

Q1) Explain the historical growth of tourism.

Q2) Briefly discuss the about indicators of global tourism

Q3) Define the following terms :

a) International Tourists trends

b) Tourists flow

c) Concentration ratio

Q4) Discuss the guidelines for environment protection in global tourism

Q5) Highlight the tourist traffic trends in global prespective.

Q6) How does user-generated content shape traveler expectations and destination choices, and what implications does this have for tourism marketing strategies?

Q7) What are the issues and challenges in Sustainable Tourism Development in Island.

SECTION - B

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

Q8) Discuss the role of 3A's of Tourism.

Q9) What do you mean by leading destination countries ? Elaborate with the International Tourism.

Q10) Explain the different climatic conditions that favour European tourism.

Q11) "Is climatic condition play a role in promoting tourism" Discuss with examples.

Q12) Mention and explain some of the Asian mountain regions which are promoted for tourism.

Q13) Explain the promotional strategies adopted by India in promoting their global tourism along with examples.

SECTION - C

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

The conservation of heritage environments has become increasingly critical in the context of global tourism, where the demand for authentic cultural experiences often conflicts with the need to preserve historical sites and natural landscapes. For instance, the historic city of Venice, Italy, faces significant challenges due to overtourism, which threatens its architectural integrity and unique cultural heritage. In response, local authorities have implemented various conservation strategies, including visitor management systems, restrictions on cruise ships, and initiatives to promote sustainable tourism practices. These efforts aim to balance the economic benefits of tourism with the necessity of protecting Venice's rich heritage for future generations. As global tourism continues to evolve, the integration of conservation efforts into tourism planning becomes essential to ensure that heritage environments are preserved amidst growing visitor numbers.

Questions :

a) Analyse the positive and negative effects of tourism on historical sites and cultural landscapes.

b) What measures can be taken to ensure that tourism development aligns with the goals of heritage preservation?

c) How can these strategies be improved to better protect and promote heritage environments?

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