

(Following Paper ID and Roll No. to be filled in your Answer Books)

**PAPER ID :****Roll No.**

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**M.B.A.(T.M.)****Theory Examination (Semester-II) 2015-16****TOURISM RESOURCES****Time : 3 Hours****Max. Marks : 100****SECTION –A**

(10\*2=20)

1- Attempt all questions:

- Explain adventure tourism.
- Discuss the health tourism.
- Write about desert culture.
- What do you mean by pilgrimage destination?
- Discuss the concept of art and culture in tourism development.
- Explain Kerala art.
- Highlight the importance of Sikh pilgrimage.
- Discuss name the South Indian dance.
- Write the name of important beaches of Goa.
- Describe about the Wildlife sanctuary.

**SECTION –B**

(10\*5=50)

2. Attempt any five questions:

- Discuss the cultural factors and social factors of tourism resource.
- What do you mean by Muslim and Buddhist pilgrimage?
- Which kind of activities and interests are generating in adventure tourism?
- Explain the tourism strategy with proper resources.
- “Heritage is the back bone of tourism industry”. How?
- How the art and culture generate tourism?
- Write a detail note on South Indian tourism destination.
- Discuss the impact of deserts in tourism promoting.

**SECTION –C**

(10\*3=30)

Case study—

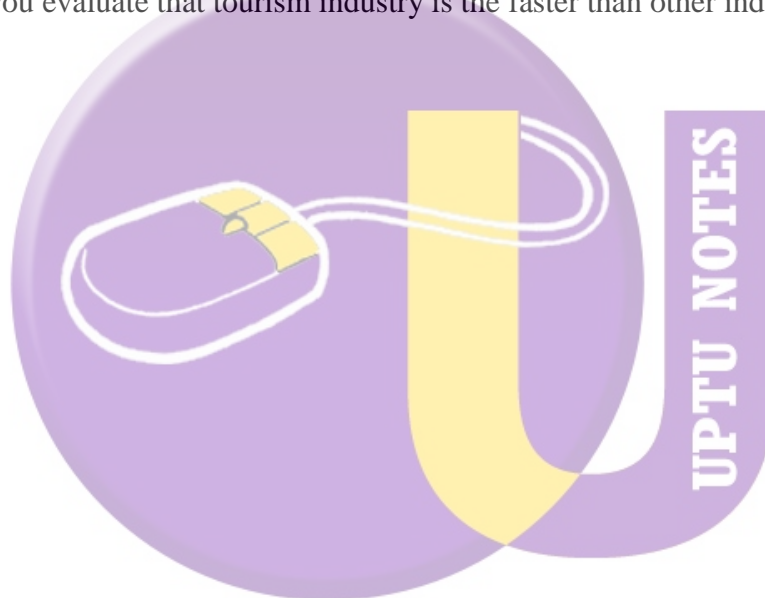
Travel and tourism is one of the fastest-growing industries and a leader in many countries. It is expected to have generated around 9.4% of world GDP and 10.2% of total employment in 2020. The contribution of the industry to the global economy remains high despite a 4.38% decline in 2015. During the year, travel and tourism investment too declined by more than 12%.

International tourist arrivals rose from 892 million in 2011 to 979 million in 2014. The global travel and tourism industry experienced a downturn in 2009 due to the global economic and financial meltdown. The industry was affected by low business volumes and consumer confidence, given the uncertainty about factors such as availability of credit, exchange rates, employment.

The industry is expected to improve in 2020. Given the improvement in global economic conditions, the UNWTO forecasts a 5-6% increase in international tourist arrivals during 2020. Asia is expected to continue showing the strongest rebound, while Europe and Americas are likely to recover at a more moderate pace.

The expected rebound in tourism materialized in the first four months of 2020. This is reflected in the 7% increase in international tourist arrivals during January-April 2020. Tourist arrivals grew at a faster pace of 10% in emerging markets, while advanced economies reported a 6% increase.

- a) How can you say that the positive and negative impact of tourism on country's GDP?
- b) Can you define the UNWTO report related global economic of tourism meltdown?
- c) How can you evaluate that tourism industry is the faster than other industry?



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