

Course	: BBAAT	Date	: 23-Feb-26
Subject Code	: BBAAT - 311	Time	: 11:30am to 01:45pm
Subject Name	: International Tourism Management	Duration	: 02.15 Hours
		Max. Marks	: 70

Answer the following (Attempt any three) (30)

- Answer the following (Attempt any four) (20)**

- Part – A (Multiple Choice Questions) (10)**

- 1 Which of the following is NOT a basic component of tourism?
A Transport B Accommodation
C Shopping D Attractions
- 2 The term 'locale' in tourism refers to:
A Destination and its attractions B Tourist arrival
C Travel distance D Accommodation type

- 3 According to Robinson, attractions of tourism are largely:
 A Political B Geographical
 C Historical D Cultural
- 4 Which country is known for promoting Corsica through hotel development?
 A France B Germany
 C Spain D Italy
- 5 Which of the following is **NOT** considered a tourist?
 A Visitor for recreation B Business traveler
 C Cruise passenger D Daily border commuter
- 6 A tourist staying less than 24 hours in a country is called a(n)
 A Excursionist B Traveler
 C Immigrant D Guest
- 7 Paid holidays contributed to the rise of:
 A Urban tourism B Medical tourism
 C Social tourism D Eco-tourism
- 8 Cultural and ethnic tourism is included under:
 A Cultural Resources B Coastal tourism
 C Business tourism D Urban tourism
- 9 Intra-regional tourism is most dominant in:
 A India B South America
 C Europe D North America
- 10 What is the major influence behind tourist movement direction in both hemispheres?
 A Climate B Entertainment
 C Fashion D Nightlife

Part – B (Do as Directed)

(10)

True OR False

- 1 Attractions and locale form one of the key components of tourism.
- 2 A good hotel can sometimes be the reason tourists visit a place.
- 3 Hill station resorts are usually found in tropical climates.
- 4 Settlement features include towns, cities, and historical remains.
- 5 Scenic attractions are unimportant compared to cultural attractions
- 6 Travel geography helps in understanding patterns of tourism.
- 7 Wildlife tourism includes activities like bird watching and safaris.
- 8 The economic performance of a country does not affect its tourism.
- 9 Information bureaus help tourists by providing guidance.
- 10 Tourist behavior characteristics include age, income, and travel habits
