

S.D.E.

S.Y.B.A. (TOURISM STUDIES) : SUMMER - 2018

SUBJECT : INTERNATIONAL TOURISM

Day : **Wednesday**
Date : **11/04/2018**

S-2018-4121

Time : **11.00 AM TO 02.00 PM**
Max. Marks : 70

N. B. :

- 1) **Q. No. 1 is COMPULSORY** and carries **20** marks.
- 2) **Q. No. 2 to Q. No. 6** carry **10** marks each.

Q. 1 Write short notes on **ANY FOUR** of the following: **(20)**

- a) Environmental impacts of tourism
- b) WTO
- c) International rules and regulations for hotels
- d) Reasons and motivators for travel
- e) Socio-economic benefits of tourism

Q. 2 Attempt **ANY ONE** of the following: **(10)**

- a) Explain the functions of the following tourism organizations:
 - i) IATA
 - ii) PATA
- b) What is 'multiplier effect' in tourism? Explain with examples.

Q. 3 Attempt **ANY ONE** of the following: **(10)**

- a) How does tourism contribute towards regional development? Explain with the help of an example.
- b) Explain the significance of the Manila declaration on world tourism.

Q. 4 Attempt **ANY ONE** of the following: **(10)**

- a) What are the sales and marketing tools used to promote tourism?
- b) Explain the role of UFTAA in ensuring welfare travel agents world wide.

Q. 5 Attempt **ANY ONE** of the following: **(10)**

- a) Explain the factors influencing the growth of international tourism.
- b) How has the evolution of demand for tourism resulted in its growth and development?

Q. 6 Attempt **ANY ONE** of the following: **(10)**

- a) How has globalization affected the tourism sector world wide?
- b) Explain the impact of automation and technological developments in the tourism sector.

* * * * *