

School of Hospitality

Department of Hospitality

Mid Term Examination

Exam Date: 01 Oct 2023

Time : 90 Minutes

Marks : 50

Sem V - I1UA505C - Tourism Trends and Issues Domestic and International

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Tourist Information Centres often need extra staff during high season. Elaborate. K2 (2)
- 2) _____ has successfully tapped the Asian tourism market in terms with competition K1 (3)
- 3) What is the role of Internet in tourism industry? K2 (4)
- 4) Discuss any five key travel technology trends in tourism industry. K2 (6)
- 5) Instant transportation like Bullet trains and Hyperloop concept will these also be the future of India, discuss? K3 (6)
- 6) Online travel agencies are new major stakeholders and influencers of the travel industry. Discuss in detail the rise of Automation and OTA? K3 (9)
- 7) Explain how changes in the Aviation Industry has helped in the growth of tourism in recent times. K4 (8)
- 8) Discuss the benefits of trade shows. How trade shows enhance a corporation's marketing plan ? K4 (12)

OR

Define Sustainable development. Enumerate its relevance and practice in modern day tourism development. K4 (12)