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School of Hospitality
MBA Tourism and Travel
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - I1PE205T - International Tourism Business Environment

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) What is the significance of sustainability in the tourism industry? K2 (2)
- 2) Describe the main tourism destinations in Australia and their appeal to travelers. K1 (3)
- 3) Describe the architectural style of the Tower of London and its historical significance. K2 (4)
- 4) Define globalization and explain its significance in the contemporary business environment. K2 (6)
- 5) Describe the natural beauty and outdoor activities available in the Jungfrau Region of Switzerland. K3 (6)
- 6) Identify and discuss the key drivers of globalization, highlighting their impact on business operations and strategies. K3 (9)
- 7) Describe the major tourism places of interest in the UAE and their significance in attracting visitors. K4 (8)
- 8) Discuss the impact of multinational corporations (MNCs) on host countries, considering economic, social, and environmental dimensions. K4 (12)

OR

Describe the World Trade Organization (WTO), its principles, and functions in regulating international trade and commerce. K4 (12)