



UTTARAKHAND OPEN UNIVERSITY

HALDWANI (NAINITAL)

MTM SECOND SEMESTER ASSIGNMENT

Programme Name: Master of Tourism Management

Programme Code: MTM12

Course Name: International Tourism: Trends & Typologies

Course Code: MTM203

Session: 2014-15 (summer)

Maximum Marks: 20

Last Date of Submission: 15 June 2015

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Write short note on the following:
 - a) Domestic Tourism
 - b) Eco Tourism
2. Define the following terms:
 - a) Kayaking
 - b) OECD
3. List the important tourist markets of Asia.
4. What do you understand by mass tourism?
5. Which are the different tourist attractions in Mexico?
6. Which are the different tourist markets for India from different region?
7. Discuss the important activities done by WTTC.
8. What do you understand by the Chapters of PATA?

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. Europe is attracting maximum number of tourist world-wide. What are the probable reasons for that?
2. Discuss in detail about the barriers in growth of tourism? Also discuss the problems faced by the SAARC countries in development of tourism?
3. Write a detailed note on the activities done by UNWTO? What is the importance of the General Assembly?
4. Write detailed note on the following:
 - a) Function and Role of Department of Tourism
 - b) UNWTO Tourism 2020 Vision