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**TMS 455**

**II Semester M.B.A. (TTM) Degree Examination, September/October 2022**  
**TOURISM AND TRAVEL MANAGEMENT**  
**Contemporary Issues in Tourism**

Time : 3 Hours

Max. Marks : 70

**Note :** Answer *all* Sections. **No** additional answer booklet would be given.

**SECTION – A**  
**(Compulsory)**

**(1×15=15)**

1. Discuss the role of campaigns and celebrities in tourism promotion.

**SECTION – B**

**(5×8=40)**

Answer **any five** questions from the following. **Each** question carries **eight** marks.

2. Discuss the impact of climate change on tourism industry.
3. What is GATS ? Explain its effect on Indian tourism.
4. Briefly discuss the current initiatives of MOT.
5. Discuss the role of film tourism in promoting tourist destinations.
6. What are the features of STZs in India ?
7. How is the epidemic diseases affecting the tourism sector ?
8. Write a short note on :
  - a) Wellness tourism.
  - b) Responsible tourism.
  - c) Pro poor tourism.
  - d) Community based tourism.

**SECTION – C**  
**(Compulsory)**

**(1×15=15)**

9. Discuss in detail the concept of barrier free tourism with a case study in India.

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