

[This question paper contains 2 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3607

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Unique Paper Code : 6132402401

Name of the Paper : Contemporary Trends in
Tourism (DSC4.1)

Name of the Course : **B.A. (V.S) Tourism
Management (NEP)**

Semester : IV

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Part of the questions to be attempted together.
3. Attempt any **5** questions.
4. **All** questions carry equal marks.

1. Examine the effects of global events, economic conditions and geopolitical issues on inbound tourism. Identify how variations in these elements affect the number of visitors and their expenditures.
2. Define new age tourism and discuss its significance in the context of evolving travel trends.

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3. Discuss about the major tourist generating states in India. What are the key characteristics and attractions that make these states popular among domestic and international tourists?
4. Define market segmentation. Explain various bases of segmentation of potential tourism market of India.
5. Explain the various types of crises that can impact the tourism industry. How can destinations, businesses, government agencies and industry stakeholders work together to respond to crises effectively?
6. Discuss the impact of social media on the tourism industry. How have these platforms transformed the way travelers research, plan and share their travel experiences?
7. Examine the geographical disparities in Indian tourism and the constantly shifting trends in markets and travel destinations. In order to draw more tourists, how can destinations overcome regional differences and take advantage of new market trends?
8. Write short notes on **any two** of the following :
(9×2)
 - (a) Ethnic tourism
 - (b) Artificial Intelligence and Virtual Reality in tourism
 - (c) Pro-poor tourism

(500)