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8. Write short notes on the following : (9×2)

(a) Accessible tourism

(b) Privacy concerns associated with the use of ICT
in the tourism sector

(200)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 3406

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Unique Paper Code : 6132402401 (UGCF)

Name of the Paper : Contemporary Trends in
Tourism

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

Semester : IV (DSC)

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. Attempt any 5 questions.
3. All questions carry equal marks.

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1. What is pro-poor tourism? Evaluate its effectiveness in promoting sustainable development in rural and underdeveloped regions.
2. Identify and analyze the regional disparities in tourism development across different parts of India. Suggest strategies to bridge the gap.
3. Explain the importance of crisis management in international tourism. How can destinations prepare for and recover from global tourism crises such as pandemics or political unrest?
4. Critically assess the contribution of Indian tourism to the national economy with a focus on inbound and outbound tourist trends.

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5. Discuss the role of ICT in transforming the tourism industry. How is digital tourism shaping travel behavior and destination management?
6. What are the advantages of using a combination of geographic, demographic, and psychographic segmentation for tourism marketing in India? Provide examples of how this approach can be applied in real-world tourism promotion.
7. What are the key opportunities and challenges for the future growth of tourism in India? How can India position itself as a competitive global tourism destination?

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