

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN  
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - II

**23UTTAT2002 - Global Tourism**

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

### **Section B**

Answer any **SIX** questions ( $6 \times 5 = 30$  Marks)

1. Discuss the tourism and globalization.
2. Explain MIC tourism.
3. Write a short note on Global market.
4. Explain tourist demand.
5. Elaborate wellness tourism.
6. Write short on segmentation.
7. Brief about destination.
8. What is adventure tourism?

### **Section C**

Answer any **THREE** questions ( $3 \times 10 = 30$  Marks)

9. Discuss medical tourism in detail.
10. Write a short note on mahakumbh.
11. How to improve destination building?
12. What do you mean by bio diversity in culture?
13. How to increase international tourist in India?

\*\*\*\*\*