



MBA(TT)III/12.13.1050

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER
EXAMINATION DECEMBER 2013**

SMT 2301 GLOBAL TOURISM GEOGRAPHY

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

- I. What do you mean by coastal resources?
- II. Establish the connection between economic geography and tourism.
- III. Mention the major monsoons of India.
- IV. Match the following:
 1. Xian (a) France
 2. Kandy (b) China
 3. Berne (c) Sri Lanka
 4. The Louvre (d) Switzerland
- V. What is the purpose of Traveller's cheque?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

- VI. Bring out the geographical components of tourism.
- VII. Describe the important tourism destinations of Africa.
- VIII. Elucidate the spatial distribution of rural resources for tourism in India.
- IX. "There is a strong relationship between the performance of the world's economy and the generation of international tourist travel". Examine.
- X. Identify and explain travel geography as a key element in planning and marketing Sri Lanka as a popular tourist destination.
- XI. Outline and explain the travel formalities to be fulfilled by an Indian tourist visiting Europe.
- XII. What is TIM? Sketch its contents and uses.

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

- XIII. Draw the map of Europe and mark the following countries:
Germany, Portugal, Greece, Austria, Sweden, Belgium.
- XIV. Draw the map of India and mark the following rivers:
Ganga, Krishna, Cauvery, Godavari, Sutlej, Hooghly
- XV. Evaluate and discuss the driving factors that boosted China's tourism industry.