



MBA.T.II/11.248

**M.B.A. DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION
APRIL 2011**

SMT 2202 GLOBAL TOURISM GEOGRAPHY

Time : 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Describe the socio-economic and geographical features of South American continent.
OR
B. Highlight the importance of various geographical and climatic region in Europe continent.
- II. A. Outline the importance of transport network and tourism activities in Central America.
OR
B. Analyze the comparative growth of tourism in various countries in South East region and explain the significance of five leading destinations in the region.
- III. A. The finest part of tourism attraction in India is adventure tourism in the Himalayan States. Prepare a list of adventure tourism activities being offered in Himachal Pradesh and Uttarakhand and explain each of them.
OR
B. Write an essay on the climatic condition in the Western Ghats and its impact on the development of nature based tourism.
- IV. A. Explain the importance of tourism attraction in China and how China is taking advantage of these attraction in attracting more in bound tourists.
OR
B. Describe the unique selling propositions (USP) of Sri – Lankan Tourism and how the country is positioning the tourism products.
- V. A. Explain the meaning of VISA and describe different types of VISA and their specific uses.
OR
B. What is travel insurance? Describe different types of travel insurance being offered by Insurance Companies in India.
