BTTM   (Sem.–7)

TOURISM PRDUCT: ASIA, MIDDLE EAST AND PACIFIC AREA
Subject Code : BTTM-708-18
M.Code : 90305
Date of Examination : 03-01-2023

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Write briefly :**

   a. Which were the top-three visited countries in Middle East in 2019? What are they famous for?

   b. What are the core strengths of the Pacific area tourism?

   c. Write a note on the tourism products of New-Zealand?

   d. What is Hawaii famous for?

   e. Write about the Japan tourism scenario.

   f. What is Hong Kong famous for?

   g. Write about main Cuisine of Thailand.

   h. What are the cultural tourism products of Middle East?

   i. Why is Jordon famous amongst the tourists?

   j. Write a note on the natural tourism products of Sri Lanka.

SECTION-B

2. Statistically differentiate between the tourism scenarios of Australia and New-Zealand.

3. Perform a SWOT Analysis on the tourism development strategies of the Thailand.

4. Differentiate between the tourism products of Malaysia and Japan.

5. What are SAARC countries?

6. Draw a map of tourist attractions of Asia.

SECTION-C

7. Present a SWOT of national tourism website of Sri-Lanka

8. Write a note on the natural and cultural tourism products of Hawaii.

9. Write a detailed note on the major middle east tourism products.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.