

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-3)  
**SPECIAL INTEREST TOURISM**  
Subject Code : BTTM-307-18  
M.Code : 76800  
Date of Examination : 22-12-2023

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**

**I. Answer the following :**

- a) Name two alternate tourism types.
- b) Mention one resource essential for Special Interest Tourism development
- c) What is the significance of image creation and media in SIT?
- d) Give an example of a gastronomic tourism destination.
- e) Name a popular location for Film Tourism.
- f) What is the core concept of Aboriginal Cultures and Indigenous Tourism?
- g) Why is Health & Wellness Tourism gaining popularity?
- h) Describe the concept of Wine and Food Tourism.
- i) Define Ayurveda Tourism.
- j) Give an example of Urban Tourism.

**SECTION-B**

2. Discuss the typologies of tourism and their relevance in the travel industry.
3. Analyze the role of image creation and media in promoting Special Interest Tourism products.
4. Discuss the importance of resources in the development of Special Interest Tourism with examples.
5. Provide case studies related to entrepreneurship and small business in Special Interest Tourism in India.
6. Describe the distinctive characteristics of Educational Tourism in India.

**SECTION-C**

7. Discuss the principles and benefits of Community-Based Tourism in India.
8. Elaborate on the concepts and practices of Ayurveda Tourism in India.
9. Discuss the importance of Spiritual Tourism and its impact on personal well-being.

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BTTM (Sem.-3)

**TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE**

Subject Code : BTTM-306-18

M.Code : 76799

Date of Examination : 20-12-2023

Max. Marks : 60

Time : 3 Hrs.

**INSTRUCTIONS TO CANDIDATES :**

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**SECTION-A**

**1. Answer briefly :**

- a) List three components of Indian culture.
- b) Name two popular Indian tangible cultural heritage sites.
- c) Give an example of a World Heritage Site in India (Cultural).
- d) Name one popular Indian intangible cultural heritage related to folklore.
- e) Name a significant Indian tradition.
- f) Define natural heritage of India.
- g) Why biodiversity is considered a part of natural heritage?
- h) Explain the cultural significance of World Heritage Sites.
- i) List two elements of Indian intangible cultural heritage related to traditions.
- j) Why is the preservation of language essential for Indian culture?

**SECTION-B**

2. Explain the components of Indian culture and their role in shaping society.
3. Analyze the significance of tangible cultural heritage in promoting tourism in India.
4. Explore the concept of World Heritage Sites in India (Cultural) and their preservation.
5. How does intangible cultural heritage contribute to India's cultural identity?
6. Explore the significance of natural heritage, including culturally significant landscapes and biodiversity in India.

**SECTION-C**

7. Analyze the cultural value of natural heritage sites and their role in tourism.
8. Examine the threats to natural heritage in India and the need for conservation efforts.
9. Explain the role of government and international organizations in safeguarding Indian cultural and natural heritage..

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**BTTM (Sem.-3)**  
**TOURISM IMPACT**  
Subject Code : BTTM305-18  
M.Code : 76798  
Date of Examination : 18-12-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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**SECTION-A**

**1. Write briefly :**

- a) Define tourism development.
- b) What is the primary purpose of a cost-benefit analysis in tourism development?
- c) Name two important global organizations dedicated to tourism development.
- d) Name a potential negative socio-cultural impact of tourism.
- e) Define the multiplier effect in the context of tourism economics.
- f) Mention a negative cultural impact of mass tourism.
- g) What are inherent issues associated with cultural tourism development?
- h) Name one method to mitigate the negative social impacts of tourism.
- i) Name one positive economic impact of tourism.
- j) Explain the concept of "leakage" in tourism economics.

**SECTION-B**

2. What is the significance of the multiplier effect in tourism destinations?
3. Analyze the importance of cost-benefit analysis in tourism projects, including its strengths and limitations.
4. Present the possible strategy of any tourism destination to maximise positive effects of tourism.
5. Explore the positive and negative socio-cultural impacts of tourism on specific destination. Use real-life examples to illustrate your points.
6. Discuss the concept of cultural commodification in the context of tourism and its implications for local communities.

**SECTION-C**

7. Analyze the economic benefits and drawbacks of tourism for a developing country. Provide examples to support your analysis.
8. Investigate the concept of leakage in the tourism industry. How can destinations reduce leakage and retain more of the economic benefits from tourism?
9. Discuss the environmental and social accounting and auditing practices in the tourism industry. How can these tools be used to promote sustainable tourism?

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BTTM (Sem.-3)

**TRAVEL AGENCY AND TOUR OPERATIONS**

Subject Code : BTTM301-18

M.Code : 76794

Date of Examination: 08-12-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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**SECTION-A**

**1. Write briefly :**

- a) What is the significance of travel intermediaries?
- b) Write any two upcoming trends in the travel agency business.
- c) What is the difference between travel agency and tour operator?
- d) Name four types of travel agencies.
- e) Provide an organizational chart for a standard travel agency.
- f) What is the role of IATA?
- g) Name the documents required when setting up a travel agency.
- h) Name four prominent DMC in India.
- i) What is the contribution of TAAI?
- j) Who was Thomas Cook?

**SECTION-B**

2. Give an overview of the growth and contributions of Indian travel agents and tour operators in promoting tourism.
3. How do travel agencies and tour operators interrelate to offer comprehensive travel services? Give examples.
4. Analyze common problems and challenges related to the travel agency business.
5. Describe the IATA rules and regulations for accreditation in the travel industry and why they are important?
6. Define the concept of Destination management companies and their role in the travel industry.

**SECTION-C**

7. Describe the historical factors that led to the emergence and growth of the travel agency business. Mention specific milestones.
8. Explain in detail the process of setting up a travel agency. Provide examples.
9. **Elaborate on the roles and significance of :**
  - a) LATO
  - b) TAAI.

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