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School of Hospitality
Bachelor of Hotel Management
Mid Term Examination - Nov 2023

Duration : 90 Minutes
Max Marks : 50

Sem I - I1UB105T - Indian Culture: Perspective of Tourism

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Extend UNESCO, and what do they do for heritage sites? K2 (2)
- 2) Which international organization is dedicated to promoting Cultural and responsible tourism? K1 (3)
- 3) Differentiate Pre-Vedic and Post-Vedic periods in Indian cultural history. K2 (4)
- 4) How did the Gandhara School of Art influence Indian architecture? K2 (6)
- 5) Differentiate between a visitor, a Cultural tourist, and an excursionist. K3 (6)
- 6) Apply your knowledge of pilgrimage tourism by designing a new pilgrimage tour package for a lesser-known religious site. K3 (9)
- 7) Write a note on Golden temple. K4 (8)
- 8) Explain the concept of Pilgrimage travel in India in the context of Chardham yatra. K4 (12)

OR

Analyze the impact of globalization on religious tourism. How has it made sacred pilgrimage sites like Dwarka and Badrinath more accessible to people worldwide? K4 (12)