



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-11)

Assignment

Last Date of Submission: 15 Jan 2015

Course Title: Cultural Tourism Management
Session: 2014-15 Summer

Course Code: MHM - 103
Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Tourism and Tourism Products
- (2) Cuisines of India and their role in boosting Tourism
- (3) Benefits of yoga
- (4) Indian classical dances
- (5) Heritage Tourism
- (6) Components of Tourism
- (7) Principles governing cultural tourism
- (8) UNESCO World Heritage sites in India

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 questions only. Answers of long answer-type questions must be restricted to 1000 words approximately.

Discuss the following in detail:

- (1) Fairs and Festivals of India
- (2) Religions of India
- (3) What do you mean by culture? Explain how culture can play a role in increasing tourism in India
- (4) India is a land of festivals and colours but it is still not receiving the expected number of cultural tourists. Explain