



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

Masters in Hotel Management (MHM-11) ASSIGNMENT

Last Date of Submission: 15 Jan, 2012

Course Title: Cultural Tourism Management

Course Code: MHM- 103

Year: 2011-12 (Summer)

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) Sustainable Tourism
- (3) UNESCO World Heritage sites in India
- (4) Roles and concerns of Heritage Manager
- (5) Role of NGO's like INTACH in the conservation of culture.
- (6) Heritage Trains of India
- (7) Dances of India
- (8) Cuisines of India and their role in boosting Tourism.

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 question only.

- (1) *Tourism preserves customs and culture.* Opine on the statement, correlating with a few examples.
- (2) Prepare a detailed note on the cultural resources of your region and also suggest some views to boost cultural tourism of your region.
- (3) *India is a land of festivals and colours but still it is not receiving the expected number of cultural tourists.* Give a brief on the festivals of India and also suggest a few ways to lure more tourists to our country.
- (4) Explain Heritage Tourism and its challenges. Also elaborate on the destination Management.