

**BBA AVM Sem-3 (NEP) Examination**

**MDC-AVI-234**

## Domestic Tourism-II

**December-2024**

**Time : 2-00 Hours]**

**[Max. Marks : 50**

**Instructions:**

- 1) Figures to the right indicate Full Marks.
- 2) Do not write anything on the question paper.
- 3) Do not use scientific calculator.

Q.1	Describe the significance of dance forms like Bharatanatyam, Kathak, and Kuchipudi in shaping India's cultural identity and their role in attracting tourists.	10
Q.2	Discuss the significance of natural beauty, such as landforms, hills, and water bodies, in promoting tourism. Provide relevant examples. OR Describe the process of itinerary preparation. What are the key do's and don'ts to consider while designing an itinerary?	10
Q.3	What is the role of Madhya Pradesh and Himachal Pradesh in promoting cultural tourism in India?  Describe the impact of cultural festivals featuring Indian dance and music on promoting tourism. OR Describe the role of forts and palaces, such as those in Rajasthan, in showcasing India's royal heritage to tourists. What role do traditional folk performances play in attracting tourists to rural India?	5  5  5 5
Q.4	Short Note 1) CCA 2) ICPB 3) ITB 4) WTM 5) PATA  OR Discuss the significance of Indian handicrafts, focusing on textiles, clay works, stone work, and woodwork, in tourism development.	2x5        10
Q.5	Explain the significance of Indian classical dance forms in tourism promotion, with examples of how they attract international tourists.	10