WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 3rd Semester Examination, 2021-22

BTHACOR07T-BBA(TAH) (CC7)

TOURISM, AVIATION AND HOSPITALITY - PRODUCTS AND SERVICES

Time Allotted: 2 Hours   Full Marks: 50

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.

GROUP-A

Answer any *two* questions from the following   10×2 = 20

1. What do you mean by Culture? Define National Culture, Regional Culture and Tradition.   3+7

2. What is colonialism? What are the contributions of colonial rule for development of tourism in India? Support your answer with example.   2+6+2

3. What is Heritage Tourism? Discuss in brief about the Heritage Tourism places of India.   4+6

4. What do you mean by Water politics? Discuss on the politics of resource control.   4+6

5. How Religion, Myth and statute can be three important tools for tourism promotion in post pandemic situation?   4+3+3

6. Discuss the features of Asian landscape with its diversity.   10

GROUP-B

Answer any *two* questions from the following   15×2 = 30

7. What do you mean by tourism promotion? Explain how local or regional literature can be treated as an important part for tourism promotion.   3+12

8. Write the major approaches of Environmental history and thought.   15

9. What is Human Right? Write a note on universal declarations of Human rights.   3+12

10. What are the characteristics of Tangible tourism products? Discuss about Tangible and Intangible Cultural Heritage of Tourism. 5+10

11. Discuss in brief about the Indian Environmental Laws. 15

12. What do you mean by beach festivals? Discuss on the impacts of beach festivals on tourism. 3+12

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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