

2021

Bachelor of Tourism and Travel Management

Third Semester

BTM-235: Special Interest Tourism

Time allowed: 3 Hours

Max. Marks: 70

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt the following:-

- a) Define alternate tourism. Discuss its significance.
- b) Write a note on leisure tourism interest cycle.
- c) How will you create demand for SIT? Discuss.
- d) How are media responsible for creating image for SIT? Illustrate with example.
- e) Write a note on special interest tourism interest cycle.
- f) Define CBT (Community Based Tourism). Show its relevance in tourism.
- g) Highlight the features of gastronomy tourism in India. Also mention the popular destinations hosting gastronomy tourism.
- h) Write a note on scope of film tourism in India.
- i) Elaborate any special interest event hosted by Himachal Tourism Development Corporation.
- j) Describe the features of Ayurveda Tourism along with the popular destination offering Ayurveda services. (10x3)

UNIT – I

- II. Explain various types of tourism along with examples. (10)
- III. Do you think India has enough resources for special interest tourism development? Comment with appropriate examples. (10)

UNIT – II

- IV. Should India promote slum tourism? Justify your answer with examples. (10)
- V. Define educational tourism. Write down its significance. (10)

UNIT – III

- VI. How are special interest events beneficial to society, entrepreneurs and small business? Discuss with examples. (10)

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(2)

- VII. Explain the major issues and challenges faced while profiling major players indulged in special interest tours in India. (10)

UNIT – IV

- VIII. Discuss the popular travel itineraries of Urban Tourism in India. (10)

- IX. Write short notes on the following:-

- a) Popular destinations of indigenous tourism
- b) Scope of spiritual tourism (2x5)

X-X-X