

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination, December 2021**

**Program: BBA THM**  
**Subject/Course: Regional Tourism**  
**Course Code: TRAV 3009P**

**Semester: V**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

Q.No	Section A – Attempt all the questions	Marks	COs
I)	Which one is not the primary constituent of the tourism?  a) Transport b) Catering & Food c) Accommodation d) Handicrafts	2	CO1
II)	Which one is considered as the Getaway to the four pilgrimages in the Uttarakhand region?  a) Dehradun b) Mussoorie c) Haridwar d) Roorkee	2	CO1
III)	Dachigam is known for the _____  a) Spotted Dear b) Indian Elephant c) Kashmir Hangul d) Asiatic Lion	2	CO2
IV)	Intangible cultural heritage is a term that includes _____, _____, _____, and _____.	2	CO2
V)	Which one is, considered a mixed World Heritage Site in India?	2	CO1

	<ul style="list-style-type: none"> <li>a) Sun Temple, Konark</li> <li>b) Kaziranga National Park</li> <li>c) The Jantar Mantar, Jaipur</li> <li>d) Khangchendzonga National Park</li> </ul>												
<b>VI)</b>	<p>Classification of hotels are the carried out by</p> <ul style="list-style-type: none"> <li>a) Department of Tourism, Government of India</li> <li>b) India Tourism Development Corporation</li> <li>c) State Department of Tourism</li> <li>d) Federation of Hotel and Restaurant Association of India</li> </ul>	2	CO1										
<b>VII)</b>	<p>This consists of two lists of holidays and package concept. The student has to match an item in one list with an item in the other</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center; width: 50%;">List-I</td> <td style="text-align: center; width: 50%;">List-II</td> </tr> <tr> <td>(i) Welcome break</td> <td>(1) Time share concept</td> </tr> <tr> <td>(ii) Mahindra holidays</td> <td>(2) Accommodation package</td> </tr> <tr> <td>(iii) Palace on wheels</td> <td>(3) Cox and Kings</td> </tr> <tr> <td>(iv) Duniya Dekho</td> <td>(4) RTDC &amp; Indian railway</td> </tr> </table> <p>Code:</p> <ul style="list-style-type: none"> <li>(i) (ii) (iii) (iv)</li> <li>(A) (2) (1) (4) (3)</li> <li>(B) (1) (3) (2) (4)</li> <li>(C) (3) (4) (1) (2)</li> <li>(D) (4) (2) (3) (1)</li> </ul>	List-I	List-II	(i) Welcome break	(1) Time share concept	(ii) Mahindra holidays	(2) Accommodation package	(iii) Palace on wheels	(3) Cox and Kings	(iv) Duniya Dekho	(4) RTDC & Indian railway	2	CO2
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<b>VIII)</b>	<p>Which one of the following statement is not correct?</p> <ul style="list-style-type: none"> <li>(A) The temple of Mahadeo is situated in Kashmir</li> <li>(B) The Jwala Devi temple is in Himachal Pradesh</li> <li>(C) The Chitrakut temple is in Madhya Pradesh</li> <li>(D) The Rameshwara temple is on an island between India and Sri Lanka.</li> </ul>	2	CO1										

<p><b>IX)</b></p>	<p>This consists of two lists of the gardens and their locations. The student has to match an item in one list with an item in the other:</p> <p>List-I                      List-II</p> <p>(Garden)                      (Location)</p> <p>(i) Jubilee Park              (1) Chandigarh</p> <p>(ii) Shalimar Bagh        (2) Kodaikanal</p> <p>(iii) Bryant Park            (3) Jamshedpur</p> <p>(iv) Rock Garden         (4) Srinagar</p> <p>Code:</p> <p>(i) (ii) (iii) (iv)</p> <p>(A) (2) (3) (4) (1)</p> <p>(B) (4) (1) (2) (3)</p> <p>(C) (3) (4) (2) (1)</p> <p>(D) (1) (2) (3) (4)</p>	<p>2</p>	<p>CO2</p>
<p><b>X)</b></p>	<p>This consists of two lists of National Parks / Wild Life Sanctuaries and nearest towns. The student has to match an item in one list with an item in the other.</p> <p>List-I                                      List-II</p> <p>(National Parks / Wild life Sanctuaries)      (Nearest Town)</p> <p>(i) Jim Corbett                                      (1) Mysore</p> <p>(ii) Rajaji    (2) Jaipur</p> <p>(iii) Sariska    (3) Ram Nagar</p> <p>(iv) Kabini    (4) Haridwar</p> <p>Code:</p> <p>(i) (ii) (iii) (iv)</p>	<p>2</p>	<p>CO2</p>

	(A) (3) (2) (4) (1) (B) (3) (4) (2) (1) (C) (2) (3) (4) (2) (D) (3) (4) (2) (1)		
<b>Q.No2</b>	<b>Section B</b> <b>Attempt all the questions. Each question carry equal marks.</b>		
<b>I)</b>	Explain the five main bottlenecks that most religious tourist places face.	5	CO1
<b>II)</b>	Discuss the emerging trends in destination management.	5	CO1
<b>III)</b>	Illustrate the features of Hodka project that makes it successful.	5	CO2
<b>IV)</b>	Examine how tourism statistics are collected.	5	CO2
<b>Q.No3</b>	<b>Section C - Attempt all the questions</b>		
<b>I)</b>	Identify the rural events that are regularly taking place in your state and suggest measures for linking them with tourism business.	10	CO3
<b>II)</b>	Analyze the ways a homestay can market itself to tour operators and tourists.	10	CO3
<b>III)</b>	<b>Attempt only one question (either 'A' or 'B').</b>  A) Analyze the socio-economic benefits of heritage sites.  <b>OR</b>  B) Analyze the significance of biodiversity from tourism perspective.	10	CO3
<b>Q.No.4</b>	<b>Section D - Attempt all the questions</b>		
<b>I)</b>	Generalist wine tourists in particular are seeking travel experiences that can be, planned in, advance, are, filled with activities, and are responsive to evolving travel circumstances. Immersionist wine tourists place importance on having access to well-orchestrated guided tours. Wine and tourism industry organizations need to, cooperatively develop "customized and self-selecting" packages of products and services, which can be created and booked in a "no hassle" fashion. Central to such packages are mechanisms that increase consumer awareness of regional wine products.  Analyze how special events, such as community wine festivals or concerts at wineries can create market-positioning benefits for wine producers and tourism businesses.	15	CO4

<p><b>II)</b></p>	<p><b>Attempt only one question (either ‘A’ or ‘B’).</b></p> <p>Digital technologies have brought significant transformation to the tourism industry, revolutionizing tourism enterprises, products and experiences, business ecosystems, and destinations. Digitalization has also transformed the traditional roles of tourism producers and consumers, with new roles, relationships, business models, and competencies emerging. The rise of digital platforms has increased the variety and volume of tourism products, services and experiences, with on-demand functionality accelerating the speed of economic transactions, market awareness and feedback.</p> <p>A) Analyze the transformation in tourism resulting from digitalization.</p> <p style="text-align: center;"><b>OR</b></p> <p>B) Analyze the reasons for improving digitalization among tourism small and medium enterprises (SME’s).</p>	<p>15</p>	<p>CO4</p>
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**ANSWERS**