

SRI VENKATESWARA UNIVERSITY
B.A. TOURISM
(HISTORY, EPIGRAPHY AND TOURISM AND MUSEOLOGY)
III - SEMESTER
(Under CBCS W.E.F. 2020-21)

Course – 3: CULTURAL TOURISM AND HOSPITALITY MANAGEMENT

Unit :-I

Cultural Tourism – Definition – Nature – Scope and Significance – Natural Resources and Physical Features of India – History and Culture as Tourism Products – Development of Cultural Tourism in India.

Unit :-II

Historical and Cultural events as Tourist Attractions – Important Cultural and Pilgrimage Centers and Shrines – World Heritage Sites in India – Kasi – Gaya – Mathura – Agra –Ajmer - Amritsar – Konark – Sravanabelagola – Kanchi – Alampur – Sri Kalahasti - Simhachalam

Unit :-III

Socio – Cultural Products – Kuchipudi – Perini – Mohiniyattam – Yakshagana – Sankhya – Sarakka Jatara ; Nature based products – Surfing – Rafting – Gliding – Safaris – Mountaineering – Adventure sports ; Handi Crafts – Textiles – Metal works – Furniture – Jewellery – Shopping at Heritage centers .

Unit :-IV

Publicity of Cultural Tourist products – Tools of Publicity - Tour brochures – Poster – Display – Role of Guide in the promotion of Cultural Tourism.

Unit :-V

Tourist Accommodation – Types of Accommodation – Public and private Accommodation – Accommodation provided by Religious Institutions – Paying Guest concept – Food and beverages – Tour operator – package tours.

Suggested Readings

1. A.K. Bhatia	Tourism Development – Principles and Practices
2. A.K. Bhatia	Tourism in India
3. P.N. Seth	Successful Tourism Management
4. George Young	Tourism – Blessing or Blight
5. Ram Acharya	Tourism in India
6. F.R. Allchin	Cultural Tourism in India – Its Scope and Development
7. Basham A.L	The Wonder that was India
8. S.Wahab	Tourism Marketing
9. James W. Worrison	Travel Agent and Tourism
10. Edward D Mills	Design for Holidays and Tourism
11. Douglas Pierce	Tourism Today; A Geographical Analysis
12. Gupta S.P.	Tourism Monuments of India
13. E. Sivanagi Reddy	Andhrapradeshlo Tourism Vanarulu, Avakasalu (Telugu)

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B.A. TOURISM
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THIRD SEMESTER
(Under CBCS W.E.F. 2021-22)

Course – 3: CULTURAL TOURISM AND HOSPITALITY MANAGEMENT

MODEL QUESTION PAPER

Time : 3 hours

Max Marks : 75

SECTION – A

Answer any **FIVE** of the
following Each Question carries
Five Marks

1. Scope of Cultural Tourism
2. Physical features of India
3. Gaya
4. Sri Kalahasti
5. Kuchipudi dance
6. Shopping at Heritage centers
7. Tour operator
8. Tour Brochure

SECTION – B

Answer **ALL** the questions Each Question carries **Ten** marks

9. a. Define cultural tourism and discuss its significance.

5X5=25 Marks

OR

- b. Write a note on the development of cultural tourism in India.

10. a. Write a brief note on the World Heritage Sites in India

OR

- b. Examine the importance of Kasi as a pilgrimage centre.

11. a. Assess the importance of Handicrafts as Tourist attraction.

OR

- b. Write a note on adventure sports.

12. a. Discuss about various types of accommodation at Tourist destinations.

OR

- b. Write about package Tours.

13. a. Explain the role of Poster -display in the promotion of cultural Tourism

OR

b. Examine the role of guide in development of Cultural Tourism.