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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem III - I1UA306C - Cultural Tourism**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Cultural tourism is only popular in developed countries. K2 (2)
- 2) Cultural tourism involves traveling to experience and explore the _____ of a destination. K1 (3)
- 3) What does Indian cultural heritage encompass? K2 (4)
- 4) What is the role of bazaars and markets in preserving Indian culture? K2 (6)
- 5) What role does local consultation and participation play in heritage management? K3 (6)
- 6) Explain ICOMOS, and discuss how does it contribute to cultural heritage preservation? K3 (9)
- 7) How do handicrafts contribute to cultural tourism? K4 (8)
- 8) Name famous Indian handicraft and describe its significance. K4 (12)

OR

What are the criteria for designating a site as a UNESCO World Heritage Site? K4 (12)