

Total No. of Questions : 4]

SEAT No. :

PD1437

[Total No. of Pages : 3

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T.Y. B.B.A.

**E-606: TOURISM DEVELOPMENT IN RURAL INDIA
(2019 Pattern) (Semester - VI)**

Time : 2 ½Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Multiple choice questions.

[10]

- a) What is the primary objective of rural tourism in highlighting the village as a primary tourist product?
 - i) To discourage cultural exchange.
 - ii) To increase pollution.
 - iii) To showcase the authentic rural lifestyle, traditions and heritage.
 - iv) To promote urbanization.
- b) What role does rural tourism play in sustainable development?
 - i) It accelerates environmental degradation
 - ii) It promotes unsustainable consumption patterns.
 - iii) It encourages responsible tourism practices and supports conservation efforts.
 - iv) It has no impact on sustainability.
- c) Which factor makes rural tourism unique compared to other forms of tourism?
 - i) Emphasis on urban attractions.
 - ii) Limited economic impact.
 - iii) Preservation of local culture and heritage.
 - iv) Focus on industrial development.

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- d) What is the primary goal of rural tourism is showcasing local art, culture, and heritage.
- i) To promote industrialization.
 - ii) To preserve and promote local traditions and heritage.
 - iii) To increase pollution.
 - iv) To discourage cultural exchange.
- e) Which of the following is a form of rural tourism that focuses on agricultural experiences?
- i) Eco-tourism.
 - ii) Cultural tourism.
 - iii) Agro-tourism.
 - iv) Adventure tourism.
- f) What is a key consideration in assessing the feasibility of rural tourism projects?
- i) Urbanization rate
 - ii) Access to transportation.
 - iii) Availability of high-speed internet
 - iv) Population density.
- g) Which factor is crucial for the execution of successful rural tourism projects?
- i) High-rise buildings.
 - ii) Lack of infrastructure.
 - iii) Community involvement and support.
 - iv) Industrial pollution.
- h) What aspect is crucial for marketing rural tourism destinations effectively?
- i) High advertising costs.
 - ii) Limited online presence.
 - iii) Engaging with travel agencies and online booking platforms.
 - iv) Lack of local cultural activities.

- i) What role do professional agencies play in the development of rural tourism in india?
 - i) Hindering progress.
 - ii) Promoting local culture and heritage.
 - iii) Providing infrastructure support and marketing assistance.
 - iv) Ignoring community needs.

- j) In rural tourism development, What is the significance of infrastructure?
 - i) It is irrelevant.
 - ii) It ensures accessibility and enhances visitor experience.
 - iii) It increases pollution.
 - iv) It discourages community involvement.

Q2) Long answer question. (any one) [10]

- a) Explain the impact of rural tourism on the rural community.

OR

- b) What is rural tourism? Explain its nature & scope.

Q3) Long answer question. (any one) [10]

- a) Discuss the role of professional agencies in development of Rural Tourism in India.

OR

- b) Explain the types of Rural Tourism in detail.

Q4) Write short notes on. (any four) [20]

- a) Rural tourism projects.
- b) Components of rural tourism infrastructure.
- c) Marketing of Rural Tourism.
- d) Role of technology and innovation in developing the rural tourism.
- e) Challenges and Issues of Rural Tourism in India.
- f) Costs associated with rural tourism.

