

Roll No.

Total No. of Pages : 02

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BTTM (Sem.-6)
RURAL AND COMMUNITY BASED TOURISM
Subject Code : BTTM609-18
M.Code : 79712
Date of Examination : 06-06-2025

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly:

- a) Define rural tourism in your own words.
- b) Mention any two key benefits of rural tourism for local communities.
- c) What is the pro-poor tourism strategy?
- d) State the role of NGOs in promoting rural tourism.
- e) What is meant by the community based approach in tourism planning?
- f) Explain any one ethical concern associated with rural tourism.
- g) What is meant by pricing in rural tourism?
- h) Define strategic tourism planning.
- i) Mention any two features of the Hodka village tourism model in Gujarat.
- j) List two contributions of the Ministry of Tourism, Government of India in rural tourism.

SECTION - B

2. Discuss the relationship between tourism and the local community.
3. Explain how rural resources can be transformed into tourism products with examples.
4. Describe the concept and benefits of Public-Private Partnership (PPP) in rural tourism.
5. What is community-based tourism marketing? Give suitable examples.
6. Highlight the success story of Thenmala, Kerala as a rural tourism destination.

SECTION - C

7. Examine the growth of rural recreation and tourism in India and its impact on community development.
8. Analyze the key challenges and ethical issues faced by rural tourism destinations and how they can be addressed.
9. Compare and contrast the rural tourism models of Hodka (Gujarat) and Naggat (Himachal Pradesh).

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on a page of Answer Sheet will lead to UMC against the Student.