

Printed Pages : 4



MBTM025

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 271415

Roll No.

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M.B.A.

(SEM. II) THEORY EXAMINATION, 2014-15

TOURISM RESOURCES

Time : 3 Hours]

[Total Marks : 100

SECTION - A

1 Do any five questions: 5x4=20

- (a) Explain tourism resources.
- (b) Discuss the hill station tourism.
- (c) Write about beach culture.
- (d) What do you mean by pilgrimage destination?
- (e) Discuss the concept of fairs and festivals in tourism development.
- (f) Explain gharana art.

SECTION – B

2 Case study : 10x3=30

Mount Abu town, the only hill station in Rajasthan, is located at an elevation of 1,220 m (4,003 ft). It has been a popular retreat from the heat of Rajasthan and neighbouring Gujarat for centuries. The Mount Abu Wildlife Sanctuary was established in 1960 and covers 290 km² of the mountain.

The mountain is also home to several Hindu temples, including the Adhar Devi Temple (also known as Arbuda Devi Temple), carved out of solid rock; the Shri Raghunathji Temple; and a shrine and temple to Dattatreya built atop the Guru Shikhar peak and a number of Jain temples including Dilwara Temples, a complex of temples carved of white marble that was built between the 11th and 13th centuries AD. The oldest of these is the Vimal Vasahi temple, built in 1021 AD by Vimal Shah and dedicated to the first of the Jain Tirthankaras and they include the

Achaleswar Mahadev Temple (1412) and the Kantinath Temple (1513). It is also the location of the headquarters of the Brahma Kumaris. The Achalgarh fort, built in the 14th century by Rana Kumbh of Mewar is nearby and at its center is the popular visitor attraction of the Nakki Lake. There is the Toad Rock on a hill near the lake.

The Durga temple, Ambika Mata Temple lies in a cleft of rock in Jagat, just outside Mount Abu town.

In Mount Abu, the faith community of Brahma Kumaris has its spiritual headquarters, which are represented by its own account in 85 countries. Every year about 2.5 million visitors are supposed to visit the sprawling campus of that spiritual movement.

- (A) Which kind of tourism in Mt. Abu ?
- (B) In which year imp. forts have designed in this place and why?
- (C) How the tourist attraction takes important part in Mt. Abu?

SECTION – C

- 3** Discuss the cultural factors and social factors of tourism resource. **10**

OR

What do you mean by Hindu and Jain pilgrimage?

- 4** Which kind of activities and interests are generating natural and manmade tourism? **10**

OR

Explain the tourism market with proper resources.

- 5** “Tourism connected with all generating part of society and culture”. How? **10**

OR

How the fair and festivals generate tourism?

- 6** Write a detail Muslim and Buddhist tourism destination. **10**

OR

Discuss the impact of national park natural reserves in tourism promoting.

- 7** Write a short note on : **10**
- (a) Kathakali and Kuchipudi
 - (b) Ramlila and Dashara
 - (c) Ganga sagar and Nasik
 - (d) Kaziranga and valley of flower