

DR.B.R.AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF HISTORY

DIPLOMA IN CULTURE AND HERITAGE TOURISM
COURSE I – CULTURAL HERITAGE

Max marks: 15

Min Marks : 6

Assignment – I
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. How would you define the terms History, Culture, and Heritage?
2. Explain the significance of Cultural Tourism
3. Discuss the main characteristics of the Ajanta Paintings.

Assignment – II
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Discuss the main principles of Vedic Religion.
2. Write an essay on various styles of stone sculpture.
3. Define Sufism and explain the principles of Sufism.

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COURSE II – PRINCIPLES AND PRACTICES OF TOURISM

Max marks: 15

Min Marks : 6

Assignment – I
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Discuss the nature and significance of Tourism
2. Examine the growth of the Indian Tourism Industry
3. Describe the wedding Tourism

Assignment – II
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Explain the Tourism Characteristics
2. Discuss the economic impact on Tourism Development
3. Write an essay on the World Tourism Organization

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COURSE III – MANAGEMENT OF HOSPITALITY SERVICES

Max marks: 15

Min Marks : 6

Assignment – I
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Define hospitality and describe its evolution worldwide.
2. Discuss a Career in the Hospitality Industry
3. Write a detailed note on the components of the hospitality industry.

Assignment – II
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Explain the classification of Accommodation Units.
2. Discuss the Types of Food Service Establishments
3. Describe the different types of Food Service Establishments.

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COURSE IV –GUIDE SERVICES

Max marks: 15

Min Marks : 6

Assignment – I
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Define Escort and Describe the Duties and Services.
2. Explain the Types of Tourist Guides
3. Discuss the Types of Tourist Destinations

Assignment – II
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Create a Model Itinerary for South Indian Pilgrimage Tour
2. Write an essay on tourism and crime.
3. Explain the Code of Ethics and conduct for a Tourist Guide.

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COURSE IV –ESSENTIALS OF TOURISM MANAGEMENT

Max marks: 15

Min Marks : 6

Assignment – I
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Discuss the Traveller-Generating Regions
2. Explain personal selling within Tourism.
3. Write an essay on the Global Codes of Tourism Ethics.

Assignment – II
(3x5=15)

Note: Answer all questions in about 30 lines
Each question carries 5 Marks

1. Discuss the Functions of a Travel Agency
2. Explore the Destination Life Cycle
3. Describe the various types and formats of tourism marketing.