TOURISM PLANNING & POLICY (SEMESTER - 4)

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009 TOURISM PLANNING & POLICY (SEMESTER - 4)

Time: 3 Hours [Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES:

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. a) In **Group A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question.**
 - b) For Groups B & C you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of Group B are Short answer type. Questions of Group C are Long answer type. Write on both sides of the paper.
- 3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- 5. You should not forget to write the corresponding question numbers while answering.
- 6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- 8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- 9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

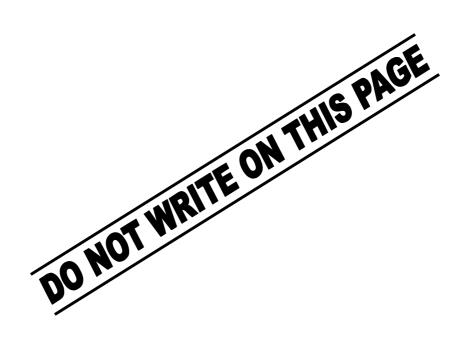
FOR OFFICE USE / EVALUATION ONLY Marks Obtained Group - A Group - B Group - C Question Number Marks Obtained Signature

Head-Examiner/Co-Ordinator/Scrutineer

4614 (12/06)







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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009 TOURISM PLANNING & POLICY SEMESTER – 4

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GROUP - A

(Multiple Choice Type Questions)

Choose the correct alternatives for any <i>ten</i> of the following: $10 \times 1 = 10$								
i)	TFC	FCI was established in the year						
	a)	1990	b)	1989				
	c)	1987	d)	1988.				
ii)	In o	In order to make a (new) spot a hot tourist destination						
	a)	a) regional planning must be done						
	b) development planning must be done							
	c)	environment planning must be done if the tourist spot is already a fragile						
		ecosystem						
	d)	none of these.						
iii)	Whi	Which of the following is not a type of tourism carrying capacity?						
	a)	Physical	b)	Heritage related				
	c)	Legal	d)	Local.				
iv)	Which state in India has successfully planned its tourism infrastructure?							
	a)	Orissa	b)	Maharashtra				
	c)	Kerala	d)	Karnataka.				



v)	Whe	hen was the first ever tourism policy of Government of India announced ?						
	a)	November 2000	b)	November 1970				
	c)	November 1982	d)	November 1900.				
vi)	Wha	at are the triple bottom lines of tourism planning?						
	a)	Policy of Indian Government						
	b)	Consumer rights						
	c)	Economic, social environment						
	d)	3Ps of planning.						
vii)	The	concept of seasonality in a destination life cycle is exhibited at						
	a)	development stage	b)	involvement stage				
	c)	maturity stage	d)	rejuvenation stage.				
viii)	Sust	stainable tourism planning advocates						
	a)	community approach in tourism planning						
	b)	integrated tourism planning						
	c)	both of these						
	d)	none of these.						
ix)	Which one of the following is not a part of psycho-graphic data? a) Social class of visitors							
	b)	Life styles of visitors						
	c) Gender of visitors							
	d)	Personality details of visitors.						



Which one of the following would be an appropriate step to be taken by the state X) in the context of sustainable tourism planning? Strict rules for tourist a) b) Provision of electric power Construction of roads c) Construction of an artificial lake. d) xi) What do you mean by sustainable tourism planning? Protecting the environment a) Culture conscious tourism b) c) Low impact on environment and culture d) Environmental resources. Destination planning is a matter of research because xii) a) it is largely site specific destination variables and attributes differ from one destination to another b) both of these c)

GROUP - B

(Short Answer Type Questions)

Answer any *three* of the following questions.

 $3 \times 5 = 15$

- 2. Define tourism planning. How does an effective planning help in tourism development?
- 3. What are the various elements of tourist destination? Explain their roles in tourism planning. 2+3
- 4. What is SWOT analysis? Explain with suitable example.

none of these.

- 5. Who are the stake holders involved in the growth & development of tourism?
- 6. Discuss about TFCI.

d)



GROUP - C

(Long Answer Type Questions)

Answer any three of the following question

 $3 \times 15 = 45$

- 7. Distinguish between eco-tourism, sustainable tourism and responsible tourism. What are the processes, catalysts and hindering factors in tourism planning? 6+9
- 8. What do you mean by DLC ? What are the stages of DLC ? Give an example of tourist destination which has successfully applied the concept of DLC ? 2 + 3 + 10
- Planning is required at the stage of International, National and Regional levels for tourism. Elucidate the fact.
- 10. What is the necessity of a national tourism policy for India ? Briefly describe the National Tourism Policy, 2002. 6+9
- 11. What are the various issues recommended by National Committee on Tourism in the year 1988?

END