	Utech
Name:	
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Invigilator's Signature :	

CS/BTTM/SEM-4/TTM-404/2010 2010

TOURISM PLANNING & POLICY

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

 $10 \times 1 = 10$

- i) The sops and concessions that are given by the government are known as
 - a) Incentives
- b) Doles
- c) Grants
- d) none of these.
- ii) Any Tourism project now requires a
 - a) Passport clearance
 - b) Immigration clearance
 - c) Environmental clearance
 - d) Import licence.

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iii)	TFC	I provides financial as	ssista	nce to projects whose				
	proje	ect cost is more than		As famous by Exempleign and Excident				
	a)	10 lacs	b)	20 lacs				
	c)	1 crore	d)	more than 100 crores.				
iv)	In w	hich year was the first	Tou	rism policy of the Govt.				
	of In	of India announced ?						
	a)	1921	b)	1982				
	c)	1970	d)	2000.				
v)	Eco-tourism is now the key word for all new tourism							
	relat	ed projects in order to s	save t					
	a)	Environment	b)	Political leaders				
	c)	Aeroplanes	d)	none of these.				
vi)	Sust	Sustainable tourism planning advocates						
	a) community approach in tourism planning							
	b) integrated tourism planning							
	c) all of these							
	d)	none of these.						
vii)	PER	T & CPM are the techni	ques	to be used during the				
	a) project planning stage							
	b)	RFP stage						
	c)	project execution stage)					
	d)	inauguration stage of t	he to	urist spot.				
viii)	Plan	ning in tourism is i	nost	important because it				
	invo	lves						
	a)	plant & machinery						
	b)	arms and ammunation	ı					
	c)	community and enviro	nmen	nt				
	d)	none of these.						



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ix)	Which tourist destination now enjoys the protection of tourist police?							
	a)	Jammu & Kashmir	b)	Goa	A Spanner (V Exercising 2nd Explaint			
	c)	Kolkata	d)	Puri.				
x)	In planning, beach tourism destinations which is the most important criteria a to be taken into consideration?							
	a)	Quality of water						
	b)	Air purity						
	c)	CRZ regulations						
	d)	Attitude of the stakeho	lders	S.				
xi)	by t	Rural tourism is being setup all over India in the village by the Govt. of India. In West Bengal where has this project been planned and now functioning?						
	a)	Kurseoing	b)	Digha	L			
	c)	Bakkhali	d)	Shant	tiniketan.			
xii)	Destination planning is a matter of research because							
	a)	it is largely site specific						
	b)	destination variables and attributes differ from one destination to another						
	c)	both of these						
	d)	none of these.						
xiii)	Company capacity of a destination is measured by its							
	a)	environment and ecological factors						
	b)	economic factors						
	c)	demographic factors						
	d)	none of these.						

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.



- 2. Narrate the importance of tourism planning.
- 3. State the objects of regional planning and the steps involved in the planning process.
- 4. What is SWOT analysis? Discuss with suitable example.
- 5. Describe the role of TFCI as the major financial Institution for tourism projects.
- 6. Who are the stakeholders in the planning process? How do they contribute in the process?

GROUP - C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 7. Distinguish between eco-tourism, sustainable tourism and responsible tourism. What are the processes, catalysts and hindering factors in tourism planning?
- 8. What do you understand by DLC? What are the stages of DLC? Give an example of tourism destination which has successfully applied the concept of DLC.
- 9. What bottlenecks and impediments are encountered in course of tourism planning? How can these be overcomed?
- 10. Write explanatory notes on any *three* of the following : 3×5
 - a) Conventional planning
 - b) Strategic planning
 - c) Linkages
 - d) Carrying capacity
 - e) National level planning.
- 11. Discuss in details the various levels of plan implementation.

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