



Name :

Roll No. :

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 × 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.



- ix) Which tourist destination now enjoys the protection of tourist police ?
- a) Jammu & Kashmir b) Goa
c) Kolkata d) Puri.
- x) In planning, beach tourism destinations which is the most important criteria to be taken into consideration ?
- a) Quality of water
b) Air purity
c) CRZ regulations
d) Attitude of the stakeholders.
- xi) 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) Kurseong b) Digha
c) Bakkhali d) Shantiniketan.
- 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. $3 \times 5 = 15$

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 overcome ?
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.