



Name :
Roll No. :
Invigilator's Signature :

CS/BTTM/SEM-4/TTM-404/2011

2011

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 the following : $10 \times 1 = 10$
 - i) ITDC was set up in the year
 - a) 1962
 - b) 1966
 - c) 1974
 - d) 1972.
 - ii) If we collect the data related to the total no. of seats available in an airlines, we are trying to assess the
 - a) Tourism demand
 - b) Tourism supply
 - c) TIM
 - d) Occupancy rate.
 - iii) TFCI stands for
 - a) Tourism Finance Corporation of India
 - b) Tourism Finance Company of India
 - c) Transport Finance Corporation of India
 - d) Travel Founding Corporation of India.



- iv) NAP means
 - a) National Action Plan
 - b) National Action Policy
 - c) National Aviation Programme
 - d) None of these.
- v) When was the first ever tourism policy of Govt. of India announced ?
 - a) November 2000 b) November 1970
 - c) November 1982 d) November 1990.
- vi) The concept of seasonality in a destination life-cycle is exhibited at
 - a) Development stage b) Involvement stage
 - c) Maturity stage d) Rejuvenation stage.
- vii) Which one of the following is not a part of psychographic data ?
 - a) Social class of visitors
 - b) Lifestyles of visitors
 - c) Gender of visitors
 - d) Personality.
- viii) EIA stands for
 - a) Environmental Impact Assessment
 - b) Economic Impact Assessment
 - c) Enviromental Impact Analysis
 - d) Economic Impact Analysis.

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8. Discuss the various approaches to tourism planning. Describe the various steps involved in Tourism planning.
9. Evaluate the roles of various stakeholders in tourism policy formulation.
10. Give an overview of tourism development during various Five Year Plans.
11. Write short notes on the following : 3 × 5 = 15
 - a) Factors influencing tourism policy
 - b) Eco-tourism planning
 - c) Destination development.

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