



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-4/TTM-404/2013

2013

TOURISM PLANNING AND 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) Which one of the following can be considered as complex tourism planning ?
 - a) Corbett National Park is taken as to scrutinized and creating good quality infrastructure to develop as one of the hot tourist spots
 - b) Tourist spots like Puri, Dwarka, Badrinath and Rameswaram is developed for Hindu pilgrims
 - c) Renovation and modernization Of Sukhna Lake Chandigarh
 - d) Tourist spots like Shalimar garden, Wulur lake, Khir Bhawani temple, Nishant temple are developed so that tourist could visit these spots when they visit Srinagar.

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- ii) Which one of the following would be an appropriate step to be taken by the state in the context of sustainable tourism planning ?
- a) Strict rules for tourist
 - b) Provision of electric power
 - c) Construction of roads
 - d) Construction of an artificial lake.
- iii) TFCI does not provide financial assistance to which one of following projects ?
- a) holiday resort
 - b) Amusement parks
 - c) Five story building for a bank
 - d) Conventional hall.
- iv) EIA stands for
- a) Environmental Impact Assessment
 - b) Economic Impact Assessment
 - c) Environmental Impact Analysis
 - d) Economic Impact Analysis.
- v) The concept of seasonality in a destination life cycle is exhibited at
- a) Development stage
 - b) Involvement stage
 - c) Maturity stage
 - d) Rejuvenation stage.
- vi) When was the first ever tourism policy of Govt. of India announced ?
- a) November 2000
 - b) November 1970
 - c) November 1982
 - d) November 1980.



- vii) Which one of the following is not a part of psychographic data ?
- a) Social class of visitors
 - b) Lifestyle of visitors
 - c) Gender of visitors
 - d) Personality.
- viii) Any Tourism Project now requires a
- a) Passport clearance
 - b) Immigration clearance
 - c) Environmental clearance
 - d) Import license.
- ix) Sustainable tourism planning advocates
- a) community approach in tourism planning
 - b) integrated tourism planning
 - c) all of these
 - d) none of these.
- x) Planning in tourism is most important because it involves
- a) plant & machinery
 - b) arms & ammunition
 - c) community & environment
 - d) none of these.
- xi) Company capacity of a destination is measured by its
- a) environment & ecological factor
 - 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. Explain the concept of Sustainable Tourism Planning.
3. What are the different stages in the life cycle of a tourist destination ?
4. State the the functions of TFCI.
5. What is SWOT analysis ? How would you do SWOT analysis for a spot you want to develop from the scratch as a hot tourist spot ? Explain with suitable example.
6. Define environmental planning. Why is it necessary in the context of tourism administration ?

GROUP - C

(Long Answer Type Questions)

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

7. Discuss the importance of a National Tourism Policy for the development of Tourism. Critically evaluate the National Tourism Policy, 2002 of Govt. of India.
8. What are the incentives and concession are given to the tourism project ? What kind of project is eligible for incentives and concession by the Ministry of Tourism ?
9. What are the role and responsibilities of different stakeholder in the growth and development of tourism ?
10. 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.
11. Write short notes on the following : 3×5
 - a) Types of Carrying Capacity
 - b) Local Level Planning
 - c) National Level Planning.