

Reg. No. :

Code No. : 12438 E Sub. Code : SMT0 42

B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021.

Fourth Semester

Tourism and Hospitality Management – Main

TOURISM POLICY AND PLANNING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The Latin word for Tour is
 - (a) TORNOS (b) TORAH
 - (c) TORIK (d) TORAS
2. Which one of the following is the Short-term Plan?
 - (a) Weekly Plan (b) Monthly Plan
 - (c) Annual Plan (d) Final Plan

3. When was the Ministry of Tourism and Civil Aviation started in India?
(a) 1967 (b) 1975
(c) 1980 (d) 1990
4. Which one of the following is not the function of the Tourism Department?
(a) Administration (b) Marketing Research
(c) Accommodation (d) Attraction
5. In abroad the first Tourist Information Office of India was opened at
(a) London (b) Paris
(c) New York (d) Moscow
6. India Tourism Development Corporation was established in the year.
(a) 1966 (b) 1967
(c) 1970 (d) 1975
7. In India _____ occupies the third position in Foreign Exchange earner
(a) Software (b) Hardware
(c) Textiles (d) Tourism
8. The National Action Plan was prepared by
(a) The Ministry of Tourism
(b) Transport department
(c) Air Transport
(d) None of the above

9. The first hotel built in the Public Sectors is
(a) Welcome Hotel (b) Oberai Hotel
(c) Taj Hotel (d) Ashok Hotel
10. IITTM was established in the year
(a) 1980 (b) 1983
(c) 1984 (d) 1985

PART B — ($5 \times 5 = 25$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Territorial Planning.
Or
(b) Human Resource Planning.
12. (a) The Structure planning of Tourism .
Or
(b) Tourism Safety and Security system.
13. (a) The Sargent Committee.
Or
(b) India Tourist Development Corporation.
14. (a) Christaller's Theory.
Or
(b) Free Market Policy.
15. (a) The Tourism Incentive Programme.
Or
(b) An integrated system.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) analyze the planning for tourism development.

Or

- (b) Examine the establishing objectives of tourism planning.

17. (a) Discuss the tourism Legislation and Regulation in India.

Or

- (b) Examine the Tourism Development in India under Second Five years Plan.

18. (a) Evaluate the importance of Goa declaration.

Or

- (b) Write an essay on the Operation Scheme of Indian Tourism.

19. (a) Analyze the salient features of the National Tourism Policy.

Or

- (b) Examine the National Tourism Policy of 2002.

20. (a) Discuss the Tourism Planning of Techniques.

Or

- (b) Evaluate the features of the National Tourism Policy of 1997.