

PART C — (5 × 8 = 40 marks)

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

16. (a) Overseas tourist offices are part of tourism planning – Discuss its role.
Or
(b) Describe the economic advantage of tourism. How planning helps in attaining it?
17. (a) Tourism generates foreign exchange earning – How planning supports it?
Or
(b) Is tourism an industry – Discuss.
18. (a) Describe the role of financial institution in planning.
Or
(b) Explain the concept of mass tourism.
19. (a) Discuss the impact of liberalization in tourism policy and planning.
Or
(b) Explain the impact of tourism on environment.
20. (a) “Coastal regulation zone” – Explain the impact of CR2 in beach resort planning.
Or
(b) Explain destination planning with examples.

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**MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, NOVEMBER 2013.**

First Semester

TOURISM POLICY AND PLANNING

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. When was first tourism policy introduced?
(a) 1980 (b) 1983
(c) 1982 (d) 1981
2. TFCI is situated in
(a) Bombay (b) Calcutta
(c) Bangalore (d) Delhi
3. Mamallapuram temple is a _____ structure.
(a) Monolith (b) Cave temple
(c) Rock art (d) Jain monument



4. T.T.D.C was established in the year
 (a) 1970 (b) 1971
 (c) 1974 (d) 1975
5. Which of the following is planning process?
 (a) infrastructure (b) finance
 (c) human resource (d) all the four
6. How many countries are there in Nordic Union?
 (a) 4 (b) 3
 (c) 6 (d) 5
7. Havells are major attraction of
 (a) Kashmir (b) Bihar
 (c) Orissa (d) Rajasthan
8. Taj festival is celebrated in
 (a) Punjab (b) Delhi
 (c) Jaipur (d) Agra
9. Buddhist tourist circuits can be seen around
 (a) Orissa (b) Bihar
 (c) U.P (d) Both (b) and (c)
10. In planning infrastructure includes
 (a) power (b) roads
 (c) communication (d) all the three

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PART B — (5 × 5 = 25 marks)
 Answer ALL questions, choosing either (a) or (b).

11. (a) Write short notes on tourism amenities.
 Or
 (b) Discuss the potential of Kanyakumari as tourist destination.
12. (a) Explain the ways by which private sector can promote tourism.
 Or
 (b) Explain the role of tourist guides in tourism planning.
13. (a) Write short notes on motels.
 Or
 (b) Write short notes on corporate firm in tourism.
14. (a) Write a short on Guest-Hort conflict that arises in tourism.
 Or
 (b) List out economic impacts of tourism.
15. (a) List out recent innovative concepts used by Government of India in tourism planning.
 Or
 (b) Name tourism events used in tourism planning.

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