

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Discuss the contribution of the Financial Planning for Growth of Tourism.
Or
(b) Write an essay on the Environmental Planning.
17. (a) Examine the Tourism Development in India under Second Five years Plan.
Or
(b) Analyse the Safety and Security of foreign tourist in India.
18. (a) Evaluate the Goa declaration.
Or
(b) Estimate the National action plan of 1992.
19. (a) Trace out the Evolution of India's Tourism Policy.
Or
(b) Discuss the Tourism Planning Approaches and Techniques.
20. (a) Examine the activities of International Air Transport Association.
Or
(b) List out the K. Jha Committee Recommendations.

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B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

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. Which one of the following is not phase in planning?
(a) Territorial planning
(b) Finance planning
(c) Human Resources planning
(d) Attraction
2. The long-term plan range is
(a) 3 to 7 years (b) 2 to 5 years
(c) 5 to 10 years (d) 10 to 25 years



3. One of the basic components of Tourism is
 (a) Transport (b) Passport
 (c) Visa (d) Commission
4. Madrid is the Head Quarters of
 (a) WTO (b) TAAI
 (c) PATA (d) ASTA
5. The travel agents association of India was. created in the year of
 (a) 1955 (b) 1953
 (c) 1952 (d) 1951
6. In which year the Sargent committee appointed?
 (a) 1945 (b) 1946
 (c) 1948 (d) 1949
7. When was the Indian Tourist Office started?
 (a) 1975 (b) 1970
 (c) 1960 (d) 1956
8. The European who first discovered a sea route to India was
 (a) Columbus (b) Magellan
 (c) Vascoda Cama (d) Marco Polo
9. When was the scheme of Operation Europe introduced?
 (a) 1968 (b) 1971
 (c) 1975 (d) 1980
10. Expansion of IATA is
 (a) Indian Air Transport Association
 (b) Indian Air Travel Association
 (c) International Transport Association
 (d) International Travel Association

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
 Each answer should not exceed 250 words.

11. (a) Write a short note on Human Resources Planning.
 Or
 (b) Point out the important elements of development in Tourism Planning.
12. (a) Bring out the objectives of tourism planning in India.
 Or
 (b) Briefly a short note on the tourism Legislation and Regulation.
13. (a) Give an account of the main objectives of the Sargent Committee.
 Or
 (b) Describe the aims of India Tourist Development Corporation.
14. (a) Write a short note on the National Tourism Policy of 2002.
 Or
 (b) Point out the aims of National Tourism Policy — 1982.
15. (a) Describe the significance of the Report on Cultural Tourism (1968).
 Or
 (b) Give an account of the National Tourism Policy of 1997.

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