

(6 pages)

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Code No. : 8602

Sub. Code : HTMM 14

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, NOVEMBER 2015.

First Semester

TOURISM POLICY AND PLANNING

(For those who joined in July 2012 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Which year ITDC was established?

- (a) 1971 (b) 1972
(c) 1975 (d) 1966

2. In which region one can find people eating Makki roti and Sarson ka saag

- (a) Andhra Pradesh (b) Tamil Nadu
(c) Kerala (d) Punjab

3. Which of the following region one can find the tribe Toda?

- (a) Ooty (b) Nilgiri
(c) Kashmir (d) Darjeeling

4. UNO held its first international Tourism conference in

- (a) Madrid 1963 (b) Rome 1983
(c) Spain 1983 (d) Paris 1983

5. The most populous city in India is

- (a) Chennai (b) Calcutta
(c) Delhi (d) Mumbai

6. The contribution of FDI (Foreign Direction Investment) in tourism industry in India is

- (a) 49% (b) 51%
(c) 50% (d) 54%

7. Which was the first heritage hotel in India?

- (a) Hotel Umaid Bawan
(b) Hotel Ram Bagh Palace
(c) Hotel Lake Palace
(d) Castle Bijapur

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8. Taj festival is celebrated in
 (a) Punjab (b) Delhi
 (c) Jaipur (d) Agra
9. Famous craft village the attract foreign tourists is
 (a) Shilpgram – Udaipur
 (b) Cattle fair – Sonapur
 (c) Pushkar fair – Rajasthan
 (d) Havelis – Rajasthan
10. Number of countries under schengen visa is
 (a) 16 (b) 20
 (c) 26 (d) 18

PART B — (5 × 5 = 25 marks)

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

11. (a) What is the role of private operator in planning?
- Or
- (b) State the concepts of tourism policy.

12. (a) What are the various sources of Funding Tourism planning?

Or

- (b) Write short note on TFCL.

13. (a) Why should political considerations be looked into tourism planning?

Or

- (b) Discuss the role of government in tourism planning.

14. (a) What do you understand by National Level Tourism Planning?

Or

- (b) Which is the most popular form of planning?

15. (a) What are the functions of Tourism Entrepreneur?

Or

- (b) Write a note on Tamil Nadu 2012 Tourism policy.



PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the role of technology in Tourism planning.

Or

- (b) Explain various types of tourism planning.

17. (a) Explain the concept of “pro-poor” tourism planning.

Or

- (b) Explain tourism planning at “Regional level”.

18. (a) Explain the role of Tourist guides in planning.

Or

- (b) Discuss the advantages and problems faced by Foreign tourists in Kanyakumari.

19. (a) Explain the role of IOUTO in tourism planning.

Or

- (b) God's Own country – is a result of successful planning – Discuss.

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20. (a) Explain different approaches in tourism planning.

Or

- (b) Explain :

- (i) Interactive planning
- (ii) Conventional planning.

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