

2023

TOURISM AND TRAVEL MANAGEMENT

Paper : TTMHG3036/TTMRC3036

(Tourism Planning, Policy and Development)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

- 1. Choose the correct option from the following**
(any six) : 1×6=6

(a) The first tourism policy was announced
in which year?

(i) 1999

(ii) 1982

(iii) 1972

(iv) 1984

(b) First and foremost function of management is

(i) planning

(ii) directing

(iii) organizing

(iv) controlling

(c) A Rural Tourism Scheme was formulated in which year?

(i) 2000

(ii) 2001

(iii) 2002

(iv) 2003

(d) The negative impact of unplanned tourism is

(i) regional development

(ii) preservation of cultural resources

(iii) economic multiplier effect

(iv) disruption of animal behavior

(e) In which year the Government of India appointed a high-level National Committee on Tourism?

(i) 1985

(ii) 1965

(iii) 1987

(iv) 1956

(f) Natural environmental based tourism is known as

(i) agrotourism

(ii) rural tourism

(iii) adventure tourism

(iv) ecotourism

(g) ITDC came into existence in which year?

(i) 1966

(ii) 1955

(iii) 1965

(iv) 1978

(4)

(h) Scuba diving can be associated with

- (i) farm tourism
- (ii) adventure tourism
- (iii) green tourism
- (iv) ecotourism

(i) ATDC's headquarter is situated at

- (i) Guwahati
- (ii) Jorhat
- (iii) Tezpur
- (iv) Lakhimpur

(j) Which one of the following is not the tourism planning approach?

- (i) Geographical approach
- (ii) Environmental approach
- (iii) Educational approach
- (iv) Historical approach

(5)

2. Answer the following questions (any five) :
2×5=10

- (a) What do you mean by adventure tourism?
- (b) Write any two steps of destination planning.
- (c) Write any two planning approaches.
- (d) Write any two impacts of unplanned tourism development.
- (e) Write any two objectives of National Action Plan.
- (f) Write any two procedures for formulation tourism policy.
- (g) What do you mean by tourism planning?

3. Answer the following questions (any six) :
5×6=30

- (a) Discuss the factors influencing tourism planning.
- (b) Discuss the scope of ecotourism.
- (c) Explain the differences between planned and unplanned tourist destination.

(6)

- (d) Write in brief about the tourism policy of Assam.
- (e) Write the importance of tourism planning in Assam.
- (f) Discuss the various steps of destination planning.
- (g) Write a note on adventure tourism.
- (h) Explain the importance of rural tourism in the villages of Bodoland Territorial Region.
- (i) Write a note on urban tourism.
- (j) Give an overview of tourism policy of India.

4. Answer any *two* of the following questions :
10×2=20

- (a) Discuss the objectives and strategies of National Action Plan for Tourism (NAPT) 1992.
- (b) What kind of tourism should be developed in Assam? Explain with examples.
- (c) Explain the impacts of unplanned tourism development.

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(Continued)

(7)

- (d) Describe the process and types of tourism planning.

5. Answer any *one* of the following questions : 14

- (a) Explain the different planning approaches for an ecotourism destination of Assam.
- (b) How far tourism policy of India is successful in promoting the sector? Analyze critically.
- (c) Explain the planning approaches for ecotourism.

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