

1 (Sem-3) TTM

2024

TOURISM AND TRAVEL MANAGEMENT

Paper : TTM0300404

(Tourism Policy Planning and Development)

Full Marks : 60

Time : 2½ hours

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

1. Answer the following questions very briefly :

1×8=8

- (a) What do you mean by DLC?
- (b) Define tourism.
- (c) Give an example of tourism resource.
- (d) Mention the year in which tourism policy was adopted by the State of Assam.
- (e) In which year was the National Tourism Policy adopted in India?
- (f) Mention two consequences of unplanned tourism development.

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(Turn Over)

- (g) Mention at least two major steps of tourism planning.
- (h) Mention two objectives of National Action Plan, 1992 in tourism sector.

2. Answer any six of the following in short :

2×6=12

- (a) Mention two factors influencing tourism planning.
- (b) Mention two major aspects of National Tourism Policy of India.
- (c) Mention the year in which the latest Tourism Policy of Assam was adopted and write its major focus.
- (d) What do you mean by rural tourism?
- (e) Mention at least four forms of tourism.
- (f) Mention the steps of tourism planning.
- (g) Mention two spots of adventure tourism in N-E India.
- (h) Mention the types of tourism planning.
- (i) What are the three main factors influencing the tourism planning process?
- (j) Mention the main aspects of National Tourism Policy, 2002.

(3)

3. Write short notes on any *four* of the following : $5 \times 4 = 20$

- (a) Concept of tourism planning
- (b) Tourism Planning and their types
- (c) Major steps of tourism planning
- (d) Eco-tourism and its planning approach
- (e) Destination and its life cycle
- (f) Urban tourism
- (g) Types of tourism resources

4. Answer any *two* of the following questions :

$10 \times 2 = 20$

- (a) Define tourism planning and discuss about its significance with suitable examples. $2 + 8 = 10$
- (b) Discuss the planning approach to be adopted for urban and rural tourism. $5 + 5 = 10$
- (c) Discuss the procedures for formulating tourism policy with a suitable example of National Tourism Policy of India. $6 + 4 = 10$

(4)

- (d) Discuss the major aspects of the latest State Tourism Policy of Assam. 10
- (e) Prepare the planning strategy for the development of a tourist destination of Assam. Specify the key aspects you have considered for the purpose. 6+4=10

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