

2020

TOURISM AND TRAVEL MANAGEMENT — MAJOR

Paper : CC-12

(Tourism Policy Planning and Development)

Full Marks : 65

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

Answer *any four* questions.

5×4

1. What is planning? What are the essentiality of planning?
2. What are the basic factors need to be consider for making a plan effective for service industry?
3. What is destination in tourism industry? What are the basic ingredients for destination planning?
4. What kind of challenges faced in implementing planning in tourism field in past pandemic situation?
5. What are the main characteristics of National Action Plan 1992?

Group - B

Answer *any three* questions.

15×3

6. 'Do you think Public and Private participation is beneficial for service industry?' — If so why? 15
 7. What are the recent trends for 'West Bengal Tourism' policy? Do you think that this one is good for the futrue development of tourism? 10+5
 8. What kind of planning is essential for future development of tourism industry? Write your answer related with past pandemic situation. 15
 9. What are the basic trends for latest five year plan for tourism industry adopted by Govt. of India? 15
 10. Does tourism development really have a big help to poverty reduction? 15
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