

2021

TOURISM AND TRAVEL MANAGEMENT — MAJOR

Paper : CC-12

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. Why policy formulation is important for the development of tourism?
2. What is planning? Write the four basic steps for planning.
3. Write the main features of National Action Plan 1992.
4. What is PPP model in tourism?
5. Mention the process to develop a destination plan.

Group-B

Answer *any three* questions.

6. Why planning is necessary for the promotion of Tourism Industry? Give your answer with proper explanation. 15
 7. What are the main characteristics of West Bengal tourism policy? 15
 8. Discuss the role of private investors for the development of tourism sector. 15
 9. What are the basic ingredients for the development of new tourist destination? 15
 10. What is policy? What are the basic sources for formulation of tourism policy? 3+12
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Maj(5th Sm.)-Tourism and Travel Management-M/CC-12/CBCS (2)