

2022

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

1. Answer **any four** questions :

5×4

- (a) Define policy. What is planning in tourism?
- (b) Differentiate between policy and planning.
- (c) State the basic steps, in brief, for the formulation tourism planning.
- (d) What are the advantages of West Bengal as a tourist destination?
- (e) Briefly discuss the difficulties faced by a 3rd world country in formulation of tourism policy.
- (f) Mention the main characteristics of the latest tourism plan adopted by Govt. of India.

Group - B

2. Answer **any three** questions.

- (a) (i) Enumerate the essential qualities required in a tourism plan formulator.
- (ii) 'Concept of sustainability is necessary for the destination plan formulator'. Explain. 5+10
- (b) Discuss the problems and prospects for the involvement of private sector in tourism. 15
- (c) Write an analytical note on National Action Plan, 1992. 15
- (d) What are the basic ingredients for the development of a new tourist destination? 15
- (e) Discuss the importance of government involvement in tourism planning. 15