

D 13423

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management
SDC5PO34—TOURISM POLICY AND PLANNING
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer the following questions in **one word** each.
Each question carries 1 mark.*

1. Expand EIA.
2. Abbreviate UNWTO.
3. Name any two characteristics of policy.
4. Which tourism policy introduced 7s mantras ?
5. What is master plan ?
6. ——— is the first step in tourism planning.
7. Name any responsible tourism destination in Kerala.
8. In which year India started first Five Year Plan ?
9. Expand KITTS.
10. Expand NITI Ayyog.

(10 × 1 = 10 marks)

Section B

*Answer any **eight** questions.
Each question carries 2 marks.*

11. Define tourism policy.
12. Write a note on heritage tourism.
13. Write a short note on ITDC.
14. Define planning.
15. What is centralized tourism planning ?
16. What is market research ?
17. What is special tourism zone ?
18. What is VISA on arrival.

Turn over

19. What is sectorial tourism planning ?
20. What is regional planning ?
21. What is responsible tourism ?
22. Write a short note on TFCI.

(8 × 2 = 16 marks)

Section C

*Answer any **six** questions.
Each question carries 4 marks.*

23. Write the major objectives of Tourism Policy 1982.
24. Write a short essay on tourism circuits in India.
25. Write an essay on National Action Plan, 1992.
26. Explain Kerala Tourism Policy, 2012.
27. Write an essay on tourism 10th Five Year Plan.
28. Write a short essay on phases planning.
29. Write a short essay on objectives of tourism planning.
30. Describe the Tourism Policy, 1995.
31. Write an essay on regional and national planning.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.
Each question carries 15 marks.*

32. Briefly types of tourism planning.
33. Explain Kerala Tourism Policy, 2017.
34. Explain National Tourism Policy, 2015.
35. Discuss the steps in tourism planning.

(2 × 15 = 30 marks)