

2(M)

UG-II/T.T.M.-IV(M)/21

2021

TOURISM & TRAVEL MANAGEMENT

(Emerging Concepts of Effective Tourism)

[MAJOR]

Paper : IV

Full Marks : 100

Time : 4 Hours

The figures in the right-hand margin indicate marks.

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

1. What do the following abbreviations stand for? (any **five**): 1×5=5

- a) UNICEF
- b) IBRD
- c) GTO
- d) WTO
- e) NTS
- f) SIT
- g) DOT
- h) WTO

2. Answer in brief any **ten** of the following:

2×10=20

- a) Define 'Sports Tourism'.
- b) What do you know about Air Charter?
- c) Write a short note on "Destination Life Cycle".
- d) What is Cultural Tourism?
- e) Write a short note on the role of Travel Agency in Tourism Planning.
- f) What do you mean by development of Ecotel?
- g) What do you know about Capital Intensity?
- h) What are the causes that hinder the growth of Tourism Industry?
- i) Define Social Tourism.
- j) Write two principal needs for tourism planning.
- k) What are Direct and Indirect Tax?

3. Answer any **five** of the following questions:

6×5=30

- a) What are the major objectives of tourism policy of 2002?
- b) Discuss Tourism Awareness.

[Turn over]

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- c) Discuss briefly 'Farm Tourism'.
- d) What is Tea-Tourism?
- e) What is backwater tourism?
- f) Describe the role of non-government organisations in the promotion and development of world tourism.
- g) Discuss the importance of wild life protection in Indian tourism.
- h) Explain briefly the salient features of Mixed Economy.

4. Answer any **three** of the following: 15×3=45

- a) Describe the important tourist attractions of West Bengal.
- b) Explain why India is one of the important tourist destinations in the world.
- c) Critically assess the growth of tourism as an industry in India.
- d) Discuss the relation between Eco-tourism planning and development. Do you think community participation in Eco-tourism is essential?
- e) Distinguish between International Civil Aviation Organisation (ICAO) and

International Air Transport Association (IATA).

- f) Discuss the main recommendations of the National Committee on Tourism.
