

MAY 2016

P/ID 77812/PMST5

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. Write a note on local tourism organization. Give an example.
2. Brief the concept of national committee on tourism.
3. State the highlights of national tourism policy 1982 and 2002.
4. What is the conceptual meaning of tourism planning?
5. State the levels in tourism planning.
6. Write a note on schengen agreement.
7. Mention the unique features of tourism demand.
8. What is tourism marketing mix?

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Explain the role of Government in promoting tourism policies.
10. Elaborate the role of funding agencies in developing tourism.

11. Narrate the Government policy for investment in hotel industry.
12. Describe the obstacles and challenges in developing individual tourism project.
13. Why is tourism planning necessary? Explain the consequences of lack of planning.
14. What is open sky policy? How it helps in promoting tourism?
15. Elaborate the points to be considered while developing new tourism product.
16. Illustrate with suitable example for marketing mix for hotel industry.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Design a proposal for marketing natural, socio cultural diversities as the tourism product of India.
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