

Reg. No. :

Code No. : 8090

Sub. Code : DMT 22

M.A. DEGREE EXAMINATION, NOVEMBER 2013.

Second Year – Non – Semester

Tourism Management — (DD & CE)

DEVELOPMENT OF TOURISM IN INDIA

(For those who joined in July 2008 – 2009 onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight.

1. Sketch the various factors affecting the inflow of international tourists into India.
2. What are the functions of the Indian Overseas Tourist Offices?
3. What is the government's policy towards promotion and marketing?
4. Write a note on the Socio–Cultural capacities of a destination.

5. Write a note on the need for cooperation between public and private sectors.
6. Trace the need for Five Year Plans.
7. Write a short note on Land transport.
8. Write a note on the Time Share accommodation.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions out of Eight.

9. Trace in detail the importance of tourism in modern times.
10. Give a detailed account on the setting up of Indian Department of tourism.
11. The overseas tourist information offices act as ambassadors of the country – Explain.
12. Explain in detail co-ordination in planning.
13. Explain in detail Macro level and Micro level planning.
14. Give a detailed account on the functions of modern day ITDC.
15. Write a detailed note on the types of hotels.
16. 'Concrete jungles', a result of unplanned infrastructure development – Comment in detail.