

Section A**Note: 1) Attempt all questions and choice the most appropriate answer.****2) Maximum time allowed is ten minutes.****3) Each question carries 1.5 marks.**

1. A National Policy of Tourism was Announced in

A) 1980	B) 1982
C) 1985	D) 1990
2. ----- Year National Committee on Tourism Formulated a Comprehensive Plan for Achieving a Sustainable Growth in Tourism

A) 1982	B) 1987
C) 1986	D) 1988
3. The National Strategy for Promotion of Tourism was Drafted in ----- Year

A) 1991	B) 1996
C) 1992	D) 1988
4. The Administrative Head of the Ministry of Tourism is:

A) Union Minister of Tourism	B) Chief Minister of Tourism
C) Tourism Secretary	D) None of these
5. Establishment of World Travel and Tourism Council was in the year:

A) 1991	B) 1992
C) 1990	D) 1980
6. India Got First Airline is:

A) Air India	B) Indigo
C) Tata and Sons	D) None of These
7. Government of India plans to create "First Heritage Smart City" of the country in.....

A) Allahabad	B) Banaras
C) Jaipur	D) Kullu
8. "The Incredible State of India" is the punchline of which of the following states?

A) Delhi	B) Rajasthan
C) Punjab	D) UP
9. The National Committee on Tourism was set up inby the Planning Commission to prepare a perspective plan for the tourism sector. It suggested that there be a separate cadre of Indian Tourism Service to look after the functioning of the Board.

A) 1986-87	B) 1949-50
C) 1990-92	D) 1956-57
10. The Government of India allowsper cent foreign direct investment (FDI) in the hotel sector on automated basis?

A) 100	B) 70
C) 90	D) 80

Section-B**Note: 1) Attempt any five questions.****2) Each carries eight marks.****Unit I**

1. Describe the goals in tourism planning. Also highlight the need and importance of tourism policy.

Or

Evaluate the role of the private sector in promoting tourism in India.

Unit II

2. List out the various levels of tourism planning.

Or

What is the need for integrated planning in tourism?

Unit III

3. Pen down the highlights of National Committee Report- 2002.

Or

Describe the activities of the National Tourism Administration (NTA) in India. Also write down the three important aspects of 12th Five year plan with special reference to tourism.

Unit IV

4. What is regional tourism planning? Discuss the linkages between regional and national level tourism planning.

Or

What do you mean by community based tourism planning? Also discuss what kind of planning is required for Special Tourism Attractions?

Unit V

5. Comment on the latest video advertisement of MP tourism.

Or

Present the statistical comparison of tourism statistics (domestic/international) for the states Himachal and Uttarakhand.

Section-C

Note: 1) Attempt any three questions including Q. No. 5

2) Each question carries fifteen marks.

1. Is hospitality management in India in the field of tourism satisfactory? Substantiate your answer.
2. Enumerate the factors influencing tourism development of a country.
3. Discuss the important issues involved in local level tourism planning.
4. Write short notes on any two in around 300 words each:
 - (i) SWOT Analysis
 - (ii) Political Considerations in Planning
 - (iii) Planning Resort
5. **Case Study**

'Incredible India' campaign has put the country firmly on the global tourism map. While the campaign has evolved over the years with different themes there is a lot that the Ministry of Tourism can capitalise on, to further promote the country as tourist destination.

A success story, which put the country on the global tourism map, the 'Incredible India' campaign launched in 2002 by the Ministry of Tourism (MoT) was the first marketing initiative and branding exercise. Conceptualised with an objective of creating a distinct identity of the country in international source markets and domestic markets, the

campaign with its iconic 'Incredible India' logo using the exclamation mark as the "!" of India was highly effective. The country registered an increase of 16 per cent in tourist traffic in the first year of the campaign, which was run through print and television advertisements.

Over the years, the campaign evolved and started focusing on highlighting specific segments. Spiritual Tourism was the thrust in the second year (2003-2004) which resulted in 28.8 per cent increase in tourist traffic. In 2006-07, the diverse cultural spectrum of the country was highlighted through the 'Colours of India' campaign, which was launched globally in 71 leading newspapers and magazines.

Using traditional and interactive media - print, outdoor and the Internet - India was positioned as a unique and vibrant destination. The campaign conducted at Cannes 2007 focused on 'Locations on Hire' while 'Incredible India@60' campaign the same year, especially at ITB Berlin was used to showcase India on a grand scale in the international markets.

"Visually, it was the "!" symbol which was used most effectively to convey the mind boggling depth and intensity of the Indian experience. Every aspect of India - be it ever accelerating GDP, extreme geography, culture, deep-rooted spirituality or photogenic chaos is summed up by the simple yet profound exclamation mark," explained V Sunil, Executive Creative Director, Wieden+Kennedy while talking about the success of the campaign. The 'Incredible India' campaign was further showcased through videos on You Tube thus increasing the reach of brand India. Other subsequent campaigns like 'Atithi Devo Bhava' were also promoted through the online medium.

Questions for case study

1. Critically analyze the success story of 'Incredible India Campaign'.
2. Do we need to innovate again for "Incredible India?"