

**BOARD OF DEPARTMENTAL EXAMINATION
SESSION – OCTOBER 2015**

**DEPARTMENTAL EXAMINATION OF DISTRICT TOURISM
DEVELOPMENT OFFICERS AND ASSISTANT TOURISM
DEVELOPMENT OFFICERS OF TOURISM AND
CIVIL AVIATION DEPARTMENT.**

Paper-5 (Tourism Department)

TIME ALLOWED: 3 Hours.

Maximum Marks: 100

Note: Attempt any FIVE questions. All questions carry equal marks.

- Question 1. Define "Publicity". What is the role of Publicity in promoting Tourism in the State of Himachal Pradesh? (10+10).
- Question 2. Describe different kinds of publicity methods in the present times. Elaborate any two methods by giving suitable examples. (10+10).
- Question 3. How a Brand name "Unforgettable Himachal – कभी भुला न पाओगे" has been able to push Himachal at the National level? Give any two suggestions to improve the Brand of Himachal in this area (10+10).
- Question 4. What specific areas should Tourism Department focus on by holding theme based events to promote State of Himachal Pradesh? Give any two effective publicity tools by which the event can be promoted (10+10).
- Question 5. Write short notes on any four of the following:-
(a) Apple tourism;
(b) Role of Para Gliding in promoting State of Himachal Pradesh;
(c) Role of Travel Agencies;
(d) Role of IT in promoting tourism; and
(e) Role of Tourists Information Centre outside the State. (4x5)
- Question 6. Prepare effective and creative advertisement to promote Himachal as a tourist destination with respect to important festivals in the State. Also, indicate Catchy one or two liners to attract tourists in this regard as a caption (10+10).
- Question 7. Role of travel writers in tourism publicity and how they can attract tourists in the State (10+10).
- Question 8. Do you think lack of International Airport handicaps State of Himachal Pradesh in attracting large spending tourists in the State? Give atleast two suggestions to overcome and to position Himachal vis-à-vis other Himalayan States with respect to infrastructure (10+10).