



UNIVERSITY OF NORTH BENGAL
B.VOC. 3rd Semester Examination, 2020

3.2-TOURISM AND HOSPITALITY MANAGEMENT
CONCEPT AND IMPACTS OF TOURISM

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two questions from the following

30×2 = 60

1. Suppose you are a tourism entrepreneur and you are planning to develop an eco-tourism destination in North Bengal – you need to prepare a comprehensive plan for the same applying the concepts of tourism. 30
2. Design an appropriate tourism strategy boosting tourism and increasing the footfall of tourists in the ‘New Normal’ Covid situations in the hill stations of Darjeeling district. 30
3. You are required to prepare a SWOT analysis regarding the tourism industry in North Bengal with particular reference to the Terai - Dooars region. 30

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