

BTS–602/BTTM–602**Tourism Policy and Planning**

Bachelor of Tourism and Travel Management

(BTS–12/BTTM–16)

Sixth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the meaning, nature and salient features of Tourism Planning in detail.
2. Describe the need for destination development at various levels.
3. Mention the salient features of Tourism Policy of Rajasthan in brief.
4. What do you mean by feasibility study ? Also explain Tourism Project Feasibility Study.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Explain the various steps in plan writing in Tourism.
2. Describe eco- centric Tourism.
3. Describe the scope of Tourism planning.
4. Why there is a need for preparation of position statements in Tourism ? Explain.
5. Write down the various components of destination Planning.
6. Write down the role of State Tourism departments in development of Tourism.
7. Why there is a need for preparation of tourism policies at national level.
8. Explain the role of community in tourism planning.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

1. Define Tourism Policy.
2. Define Decline phase.
3. Define destination.

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4. Define domestic tourism.
5. Define background Analysis.
6. What do you mean by Goal setting ?
7. Define community participation.
8. Define local level.
9. Define in depth research.
10. Define Planning.

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