

Roll No.

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 : 30

Note : This paper is of **thirty (30)** marks containing **three (03)** sections A, B and C. 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 seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Review and analyse the importance of Tourism in the current Five Year Plan of the country (India).
2. What is a feasibility report ? Explain the advantages of preparing a feasibility report before initiating any tourism project.
3. Throw a light on complex nature of tourism planning, discuss the above issue keeping in mind the diverse nature of India culture.
4. Explain the constraints and grey areas faced by planars in the tourism industry.

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

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *four* (04) questions only.

1. What is Destination Life Cycle ? Explain with the help of a diagram.
2. Briefly describe the various levels of Tourism planning.
3. Explain the various steps of plan writing in tourism.
4. Differentiate between objective and goal. Discuss their role in destination planning.
5. "Tourism without the support of the community is a joyless experience." Discuss.
6. What is 'Eco-centric' tourism ? Explain.
7. Draw the hierarchy chart of (organisational structure) and Tourism department at the State level.
8. Discuss the salient features of the Tourism policy of Himachal Pradesh in brief.

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 Environment.
2. Define conceptualization.

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3. Define strategy.
4. Define international tourism.
5. Define destination.
6. Define position statement.
7. Define 'Synthesis phase.'
8. Define rejuvenation.
9. Define PPP.
10. Define organisational structure.

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