

BTS–602/BTTM–602

Tourism Policy and Planning

Bachelor of Tourism and Travel Management

(BTS-12/BTTM-16/17)

Sixth Semester, Examination, 2018

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 of Tourism Planning with suitable examples.
2. Describe the need for destination development at National level.
3. Mention the salient features of Tourism policy of Himachal Pradesh in brief.
4. What do you mean by Destination Life Cycle ? Explain all the stages with suitable examples.

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 process of plan writing in Tourism.
2. Describe Eco- centric Tourism with suitable examples.
3. Mention the organizational structure of Tourism at State level.
4. Why is it necessary to prepare position statements in Tourism ? Explain.
5. “Proper Destination Planning can lead to increase the life span of a tourist destination.” Explain the statement.
6. Write down the role of Ministry of Tourism in development of Tourism in India.
7. Why there is a need for preparation of tourism policies at local and State level.
8. Explain Tourism Project Feasibility Study.

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 Involvement stage.
2. Define Tourism Policy.

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3. Define destination.
4. Define international tourism.
5. Define Conceptualization.
6. What do you mean by Goal setting ?
7. Define community approach.
8. Define Central level.
9. Define Five year plans.
10. Define Grey areas.