

BTS-602/BTTM-602

Tourism Policy and Planning

Bachelor of Tourism & Travel Management
(BTS-12/BTTM-16/17)

Sixth Semester Examination, 2019 (June)

Time : 3 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) marks divided into 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 Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. Define policy. Why there is a need to from tourism policy ?
2. Explain ' In depth Research and Analysis Phase ' in detail.
3. Write down a note on current tourism policy of India.
4. Explain the salient features of Karnataka tourism policy.

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 any four (04) questions only. (4×4=16)

1. Explain the meaning of Tourism policy.
2. Why there is a need for proper tourism planning at a particular destination ?
3. Write down the Environmental approach of tourism planning.
4. Explain Objective setting.
5. Why there is a need for preparing Position statements.
6. Write down the grey areas of Tourism planning
7. Explain the role of community in tourism planning.
8. Write down the various authorities involved in preparing tourism policy at state level.

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. (10 \times $\frac{1}{2}$ =05)

1. Define National level of tourism planning.
 2. What do you mean by planning ?
 3. Define introduction phase.
 4. Explain inbound tourism.
 5. Define a destination.
 6. Define USP.
 7. Community participation.
 8. Define Life Cycle.
 9. Conceptualization.
 10. Five year Plan.
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