

K-129

Total Page No. : 3]

[Roll No.]

BTTM-602

**Bachelor of Tourism & Travel
Management (BTTM) VIth Semester
Examination Dec., 2023**

TOURISM POLICY AND PLANNING

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

Section-A

(Long Answer Type Questions) 2×9½=19

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half (9½) marks each. Learners are required to answer any two (02) questions only.

K-129

(1)

P.T.O.

1. What do you understand by Tourism Policy ? List down key features of National Tourism Policy, 2002.
2. Write a brief note on meaning and features of various levels of tourism planning.
3. Discuss the concept of tourism complex planning and its relevance in the Indian context.
4. Write a brief note on destination life cycle of a tourist destination.
5. List down features of latest tourism policy of Himachal Pradesh.

Section–B

(Short Answer Type Questions) 4×4=16

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.

1. Briefly explain broad phases of destination planning.
2. How can tourism planning be designed to minimize its impact on the environment ?
3. What are various stages of master plan ?
4. Define community based tourism with suitable examples.

5. What was the aim of launching 'Atithi Devo Bhava' campaign in 2009 ?
6. What are the initial steps in developing a plan for a tourist destination ?
7. How can a feasibility study help in determining the viability and potential success of a tourism project ?
8. Write a brief note on factors affecting the growth of Uttarakhand Tourism.
