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VI Semester B.A./B.Com. (Voc) Examination, August/September 2023
(CBCS) (Fresh + Repeaters) (2016 – 17 and Onwards)

TOURISM AND TRAVEL MANAGEMENT

Paper – 6 : Tourism Development Planning and Policies

Time : 3 Hours

Max. Marks : 70

SECTION – A

I. Answer **any 5** of the following.

(5×2=10)

- a) What is NAPT ?
- b) What is Tourism policy ?
- c) Mention the 4 levels of customers.
- d) What are tourist circuits ?
- e) What is customer-loyalty ?
- f) What is INTACH ?
- g) Name any 2 supportive services in Tourism.

SECTION – B

II. Answer **any 3** of the following.

(3×6=18)

- 1) Discuss the reasons for Tourism planning.
- 2) Comment on Karnataka Tourism-policy.
- 3) Explain the development of Communication in Tourism.
- 4) Discuss the development of Tourist circuits in India.
- 5) What are the principles of Tourism-Policy ?

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SECTION - C

(3×14=42)

III. Answer **any 3** of the following.

- 1) Describe the evolution of Tourism-Policy in India.
- 2) Discuss the role of Public-Private Partnership and Collaboration in Tourism-development.
- 3) Examine the basic forms of Communication. Why Communication is important in Travel Business ?
- 4) Describe the stages of destination development in Tourism.
- 5) Highlight the significance of Regulatory-efforts taken by Govt. of India for conservation of Monuments.