



60

VI Semester B.Com. (Voc.) Examination, May/June 2018  
(CBCS) (Fresh + Repeaters)  
(CBCS – F+R – 70 Marks – 2016-17 and Onwards/  
Repeaters – 100 Marks – 2015-16 Only)  
**TOURISM AND TRAVEL MANAGEMENT**  
Paper – 6 : Tourism Development, Planning and Policies

Time : 3 Hours

Max. Marks : 70/100

- Instructions :** 1) Section A, B, C – Common to **all** students of CBCS for 70 marks 2016-17 onwards)  
2) Section A, B, C and D – For old scheme. (100 marks – 2015-16 Batch Only)

## SECTION – A

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

- Define Tourism Policy.
- What is DOT and when was it formed ?
- What are the 4A's of most destination ?
- When was Hampi declared as a World Heritage site ?
- What is public relations ?
- What are the objectives of KSTDC ?
- What do you mean by conservation ?



(5×2=10)

## SECTION – B

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

(3×6=18)

- Discuss the importance of Tourism Planning in Indian Environment.
- Brief about the objectives of Ancient Monuments Preservation Act of 1904.
- Comment on the role of communication in Tourism.
- Highlight the role of Public sector in Tourism Development.
- What are the features of CRM ?

P.T.O.



## SECTION – C

III. Answer **any 3** of the following :**(3×14=42)**

- 1) Discuss in brief the various complexities of planning in Tourism.
- 2) State the objectives and strategies of NAPT 1992.
- 3) How do you develop destination under different stages ?
- 4) Discuss the significance of public relations and communication for Tourism managers.
- 5) Write a note on conservation and management of Tourism Destination.

## SECTION – D

IV. Answer **any 3** of the following :**(3×10=30)**

- 1) Discuss the objectives of National Tourism Policy-2002.
- 2) Explain the types of Tourism laws.
- 3) Discuss the significance of online communication in tourism.
- 4) Explain the impact of Tourism industry on environment.



**VI Semester B.Com. (Voc.) Examination, May/June 2018  
(Repeaters) (2013-14 and Onwards) (Prior to 15-16)  
TOURISM AND TRAVEL MANAGEMENT  
Paper – 6 : Emerging Concepts for Effective Tourism Development**

Time : 3 Hours

Max. Marks : 100

**Instruction** : Answer questions as directed.

**SECTION – A**

- I. Answer **any 10** of the following : **(2×10=20)**
- What is Tourism Policy ?
  - When was Project Tiger launched ?
  - What is meant by STD ?
  - Who is the present Union Minister of Tourism ?
  - What is Game-Bird-Hunting ?
  - Name any 2 supportive services in Tourism.
  - What is Green globe ?
  - What is Online communication ?
  - Name any 2 laws related to Border movement ?
  - What is Eco-Tourism ?
  - What is AAI ? When was it merged ?
  - What is Incredible India Campaign ?

**SECTION – B**

- II. Answer **any 4** of the following : **(4×5=20)**
- Discuss in brief the NDC report.
  - Describe the role of Civil Aviation in Development of Tourism.
  - Write a note on Destination development.



- 4) Briefly explain the tourism legislations.
- 5) Write a note on any 2 World Heritages of India.
- 6) Trace the evolution of Tourism Policy.

### SECTION – C

III. Answer **any 4** of the following : **(4×15=60)**

- 1) Discuss the importance of a Sound Tourism Policy in India.
- 2) Highlight the National and International Eco-tourism Guidelines.
- 3) Comment on the various legislation related to Border movement and safety of tourist.
- 4) What are the fundamentals of customer relation management ?
- 5) Explain in detail the types and benefits of Wild-life Tourism ?
- 6) Examine the emerging concepts in Tourism Industry.

