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(February)

BACHELOR OF TOURISM AND
TRAVEL MANAGEMENT

(**Tourism Policy and Planning**)

[BTM-302]

Marks : 90

Time : 4 hours

*The figures in the margin indicate full marks
for the questions*

UNIT—I

1. What do you understand by tourism planning? Discuss the evolution, scope and importance of tourism planning for the development of a destination. 5+10=15

Or

“Environmental considerations are of utmost importance in the tourism planning process.” Comment and substantiate your answer with suitable examples. 15

UNIT—II

2. Elucidate the different levels of tourism planning process with the help of appropriate examples from the tourism sector. 15

Or

Write a detailed note on tourism as envisaged in the latest Five-Year Plan. 15

UNIT—III

3. Give a detailed assessment of the tourism planning process in the Indian context with reference to problems, grey areas, and strategies. 15

Or

Answer/Write short notes on any *two* of the following : $7\frac{1}{2}\times 2=15$

- (a) Discuss the role of public-private partnership in planning.
- (b) Community-based approach in tourism planning
- (c) Discuss the principles of eco-tourism planning.

(3)

UNIT—IV

4. What is the importance of tourism policy in tourism? Explain the institutional framework of public tourism policy. 5+10=15

Or

Discuss the different areas of policy formulation with regards to the role of the government, public and private sectors. 15

UNIT—V

5. Write short notes on the following : $7\frac{1}{2}\times 2=15$

(a) National Tourism Policy, 1982

(b) Latest State Tourism Policy

Or

Write short notes on the following : $7\frac{1}{2}\times 2=15$

(a) L. K. Jha's Committee, 1963

(b) National Action Plan on Tourism, 1992

UNIT—VI

6. Answer the following : $7\frac{1}{2}\times 2=15$

(a) Write a short note on National Tourism Policy, 2002.

(4)

- (b) Meghalaya's State Tourism Policy (2011) is not up to date with the changing tourism scenario in the State. Give brief suggestions on how to improve this existing tourism policy of the State.

Or

Write short notes on the following : $7\frac{1}{2}\times 2=15$

(a) Problems and strategies for investment in tourism policy planning

(b) Sources of funding for tourism projects
