



CB – 498

83

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)

- What is NAAPT ?
- What is Tourism policy ?
- Mention the 4 levels of customers.
- What are tourist circuits ?
- What is customer-loyalty ?
- What is INTACH ?
- Name any 2 supportive services in Tourism.



SECTION – B

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

(3×6=18)

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

P.T.O.



SECTION - C

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

- 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.