



US – 678

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VI Semester B.Com. (Vocational) Examination, May 2017
(CBCS Fresh/Repeaters)

TOURISM AND TRAVEL MANAGEMENT

Paper – VI : Tourism Development Planning and Policies
(70 marks 2016-17 and onwards/100 marks 2015-2016 only)

Time : 3 Hours

Max. Marks : 70/100

Instructions : Answer Section – A, B, C common to **all** students of CBCS for (70 marks).

Answer Section A, B, C and D for Old scheme(100 marks).

SECTION – A

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

(5x2=10)

- a) What is planning ?
- b) What is Incredible India Campaign ?
- c) What is ITDC and when was it formed ?
- d) State any 2 benefits of Tourism Planning.
- e) Mention the 4 levels of customers.
- f) What is INTACH ?
- g) What is Heritage Conservation ?



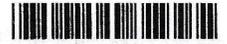
SECTION – B

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

(3x6=18)

- 1) Discuss the reasons for tourism planning.
- 2) Discuss the Karnataka State Tourism Policy.
- 3) Assess the development of communication in tourism.
- 4) Write a note on supportive services.
- 5) Examine the different processes for Tourism Planning.

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SECTION – C

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

(3×14=42)

- 1) Discuss the significance of planning and tourism development in India.
- 2) Analyse the effects of Government of India's preventive and collaborative efforts in conservation of cultural heritage.
- 3) Discuss the role of public and private sector in Tourism Planning.
- 4) What are the contributions of NAPT-1992 to Indian Tourism ?
- 5) Analyse the importance of public relations and communications for Tourism Managers.

SECTION – D

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

(3×10=30)

- 1) Discuss the development of Tourist Circuits in India.
 - 2) Discuss the major points of National Tourism Policy-2002.
 - 3) Assess the need for tourism legislations.
 - 4) Discuss the role of visitors at the destinations.
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