Roll No…….. **Total No. of Printed Pages: [01]**

Total No. of Questions: [09]

BMS (ATH) (Semester – 4th)

TOURISM POLICY & PLANNING

Subject Code: BHOM1-428

Paper ID: 17310125

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a) Explain policy.
b) Define private sector.
c) What are the objectives of tourism policy?
d) What do you understand by the Destination?
e) Explain the role of National Development Council.
f) What is the need of development of tourism infrastructure?
g) What is Tourism Zoning?
h) What do you understand by attraction?
i) Explain the advantage of community based land use.
j) What is Action plan?

Section – B **(5 marks each)**

Q2. Explain Tourism planning.
Q3. Discuss the suggestions of L.K. Jha Committee report.
Q4. Highlight 11th five year plan in development of tourism in India.
Q5. What are the prospects of PPP in tourism sector? Discuss.
Q6. Explain the role of State Tourism bodies in promoting events.

Section – C **(10 marks each)**

Q7. Explain the role of State in Tourism Promotion.
Q8. What are the salient features of National Tourism Policy - 2022?
Q9. Explain Destination life cycle concept in detail.