



QP CODE: 24026862



Reg No :

Name :

**BTTM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

Bachelor of Tourism and Travel Management

Core Course - TT3CRT10 - TOURISM POLICY AND PLANNING

2017 Admission Onwards

2F47FB7E

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Tourism policy.
2. What is the importance of Tourism Policy?
3. Mention the year and importance of National Action Plan.
4. State the Objectives of Tourism Policy 2002.
5. List out different phases of Tourism Planning.
6. What is UNWTO?
7. What is National Level Tourism Planning?
8. What is KTM ?
9. What is IATA?
10. What is ITDC?
11. Mention the plan period of 11th- five year plan.
12. Who is the chairman of NITI Aayog of India?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Write a note on National Committee on Tourism (NCT-1988).
14. Briefly explain Tourism Policy 1997.
15. Describe Kerala Tourism Policy 1995.
16. Describe the steps in Tourism Planning process.
17. Describe the importance of Tourism Planning.
18. Explain the need for Private sector investment in Hotels.
19. Explain the role of Government sector in Tourism Planning.
20. Role of Travel agents association of India (TAAI).
21. What are the guidelines and basic principles of 10th Five year plan?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the Objectives and Recommendations of First Tourism Policy 1982.
23. Explain the salient features of current National Tourism Policy.
24. Write an essay on the role of Public sector in Tourism Planning.
25. Evaluate the reasons for the Tourism Planning.

(2×15=30)

