

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Voc. - END SEMESTER EXAMINATIONS - NOV'2024

SEMESTER - III

23UTTCT3006 - Tourism Policy and Planning

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the relevance of tourism policy in modern tourism development.
2. What are the key features of an effective tourism policy?
3. Discuss the significance of tourism planning for sustainable tourism.
4. Identify two major constraints faced in tourism planning and explain briefly.
5. Describe the role of planning at the national level in tourism development.
6. Explain the significance of public planning in tourism development.
7. How does public infrastructure impact destination development?
8. Explain the relevance of tourism policies in the rejuvenation stage, using an example from Kerala or Goa.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Critically analyze the importance of having a well-defined tourism policy for a country's economic and social development.
10. Examine the major grey areas in tourism planning and suggest possible solutions to overcome them.
11. Compare and contrast tourism planning at the international level with planning at the community level, highlighting their importance.
12. Discuss the role of destination products and experiences in promoting destination development. Provide examples to support your answer.
13. Explain the stages of the destination life cycle, and discuss how the rejuvenation stage can impact the sustainability of a destination.
