



UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

BTS SIXTH SEMESTER ASSIGNMENT

Programme Name: Bachelor of Tourism Studies

Course Name: Tourism Policy and Planning

Session: 2014-15 (summer)

Last Date of Submission: 15 June 2015

Programme Code: BTS12

Course Code: BTS602

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. What is NTO & what is its importance?
2. What is Tourism Planning? What is the scope of tourism planning?
3. What is a SWOT Analysis?
4. Any two salient features of National Tourism Policy, 2002.
5. What are the broad steps in destination planning?
6. What is a business plan?
7. Write a few lines on unique biodiversity and ecotourism potentials of the Western Ghats?
8. Define the following terms:
 - a) Regional Planning
 - b) Demand Analysis

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answer 02 questions only.

1. What is Tourism Policy? How the National Tourism Policy, 2002 aims at increasing the number of domestic and international tourists?
2. What do you understand by the concept of Tourism Life cycle? Also explain various phases in the Butler's tourism area life cycle.
3. Tourism plays an important role in economic development and creation of jobs in India. Explain?
4. Discuss in brief the functions and role of State Tourism Bodies in India?