

Roll.No.

23UTTCT3006

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.TT - END SEMESTER EXAMINATIONS - NOVEMBER 2025
SEMESTER - III

23UTTCT3006 - Tourism Policy & Planning

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define Tourism Policy.
2. Explain the importance of Tourism Policy in National Development.
3. Identify and apply any two strategies to overcome constraints in tourism planning.
4. List the levels of Tourism Planning.
5. Differentiate between National and Regional Tourism Planning.
6. Explain the role of infrastructure (public & private) in destination development.
7. Suggest measures to enhance tourist safety and security in a wildlife tourism destination.
8. Present rejuvenation strategies for a popular destination facing overcrowding.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Explain the salient features of Tourism Policy.
10. Evaluate the impact of ineffective planning on the development of a tourist destination.
11. Apply community-level planning in developing a heritage tourism site.
12. Analyze how destination product quality and experience influence tourist satisfaction.
13. Elaborate the relevance of Tourism Area Life Cycle in planning a long-term destination strategies.
