

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**School of Hospitality**

**Bachelor of Business Administration in Tourism and Travel  
Mid Term Examination - Mar 2024**

**Duration : 90 Minutes  
Max Marks : 50**

**Sem VI - I1UA603T - Tourism Development and Government Policy**General Instructions

*Answer to the specific question asked*

*Draw neat, labelled diagrams wherever necessary*

*Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What initiatives are undertaken to promote rural tourism in Uttar Pradesh? K2 (2)
- 2) What is tourism policy, and why is it essential for destination management? K1 (3)
- 3) What are the key factors that influence tourism planning decisions? K2 (4)
- 4) What are some of the challenges associated with formulating and implementing effective tourism policies? K2 (6)
- 5) Discuss the key elements of tourism policy and their significance in destination management. K3 (6)
- 6) Discuss the consequences of unplanned tourism development on the environment, social fabric, and cultural heritage of destinations. K3 (9)
- 7) What were the key recommendations of the L.K. Jha Committee regarding tourism development in India? K4 (8)
- 8) Explain the concept of destination competitiveness and its importance in tourism planning. K4 (12)

**OR**

Discuss the potential of adventure tourism and niche tourism segments in diversifying tourism offerings and stimulating economic growth. K4 (12)