

02003

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2016

**MTM-011 : TOURISM PLANNING AND
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. As a tourism professional support the possible measures that can be used to decrease the impact of tourism on environment. 20
2. Why do we need a tourism investment strategy ? What are the economic considerations in a tourism plan ? 20
3. Discuss the role of government in tourism planning. Differentiate between active and passive roles of government in tourism planning. 20
4. Discuss the various components of the tourism development. What should be the goals for tourism development in a destination ? 20
5. Discuss the elements of checklist provided by UNWTO for tourism plan formulation. 20

6. Critically examine the role of local government in planning and managing cultural attractions. 20
 7. Why is a national plan required for tourism ? What aspects should be covered in national tourism plan ? 20
 8. Discuss the five steps process in supply side plan formulation. 20
 9. Discuss the elements of tourism plan implementation. 20
 10. Write short notes on **any two** of the following : 10x2=20
 - (a) Tourism system
 - (b) Role of public sector in local level planning
 - (c) Corporate Strategic Planning
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