

**MASTER OF ARTS  
TOURISM MANAGEMENT (MTM)/MASTER  
OF TOURISM AND TRAVEL MANAGEMENT  
(MTTM)**

**Term-End Examination**

**December, 2017**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions in about 600 words each.  
All questions carry equal marks.*

1. Enlist possible environmental impact of unplanned Mass tourism. Explain Butler's Environmental Impact Mitigation measures citing relevant examples. 20
2. Discuss the various planning considerations which would enhance economic benefits at tourist destinations. 20
3. Elaborate the focus area of planning for tourism at the International and National level. 20
4. Why is an understanding of the components of tourism development required for effective planning? Explain the essential steps in planning tourism projects. 20

5. Discuss the guiding principles of planning natural attraction resources. Give relevant examples. 20
6. Write short notes on the following in about 150 words : 5x4=20
- (a) Socio-cultural benefits of tourism
  - (b) Relationship between political stability and tourism development
  - (c) Types of Reports in Tourism plan preparation
  - (d) Need for the Monitoring of Tourism Plan
7. Why is Plan Implementation a challenging task in tourism ? Discuss major elements of Plan Implementation Process. 20
8. Define 'Strategic Planning' in Tourism. Elaborate framework for developing strategic plan for any tourism destination of your choice. 20
9. Discuss key areas of planning which a Global policy or plan will help to address ? 20
10. Write notes on the following in about 300 words each : 10x2=20
- (a) Importance of Regional Organization and planning
  - (b) Essential features of Interactive and conventional planning
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