

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

Term-End Examination

December, 2018

00304

**MTM-11/MTTM-11 : TOURISM PLANNING AND
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by tourism planning ? Discuss the necessity of tourism planning in the contemporary tourism world. 20
2. Explain the relationship between tourism and environment. How do they affect each other ? 20
3. "Political instability has been one of the main obstacles in the development of tourism in many parts of India." Discuss with the help of suitable examples. 20
4. Write short notes on the following : 10+10=20
 - (a) Market Segmentation
 - (b) Tourism Generating Market (TGM)

5. "Mass tourism generates negative impacts on the fragile ecology and environment of a destination." Do you agree with the statement? Support your answer with the help of a tourism plan of any destination of your choice. 20
 6. Discuss in detail the need and importance of monitoring of tourism plans. 20
 7. Define Strategic Planning. Discuss the importance of strategic planning in tourism. 20
 8. Discuss the role of government in tourism policy and planning in India. 20
 9. "Local level planning is the pre-requisition for sustainable tourism development." Explain with relevant examples. 20
 10. Write short notes on the following : 10+10=20
 - (a) National Tourism Organisation
 - (b) UNWTO
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