

No. of Printed Pages : 3 **MTM-11/MTTM-11**

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

**Term-End Examination**

**June, 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** (i) Attempt any **five** questions in about  
**600** words each.

(ii) All questions carry equal marks.

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1. Discuss in detail the various steps involved in the tourism planning process. 20
  2. Write short notes on the following in about **150** words each : 5 each
    - (a) Importance of tourism planning

- (b) Landuse planning in tourism
- (c) Event planning
- (d) Environmental impact assessment

3. As a tourism professional suggest measures for the sustainable tourism development in hilly and coastal areas. 20
4. What do you understand by development ? Discuss the various components of tourism development. 20
5. 'For the sustainable tourism development, all tourism plans should be monitored.' Justify the above statement. 20
6. How can you differentiate between conventional planning and strategic planning ? Discuss the importance of strategic planning in tourism. 20
7. Discuss the necessity of Global Tourism Planning. Enlist the international bodies involved in global tourism planning and the international source of funding in this regard. 20

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8. Define national level tourism planning. What are the various advantages of national tourism plans? 20
9. Discuss the role of local bodies in the planning and development of tourism at a destination. 20
10. Discuss the emerging role of private sector in tourism planning and development process. 20