

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

**Term-End Examination**

**February, 2021**

**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. Define tourism planning. Suggest immediate measures for the preservation of natural and cultural resources of India. 20
2. Discuss the importance of political stability for the development of tourism. 20
3. Discuss in detail the various levels and types of tourism planning. 20
4. Write short notes on the following in about 150 words each : 4×5=20
  - (a) Market Segmentation
  - (b) Travel Marts
  - (c) Economic Impacts of Tourism
  - (d) Regional Level Tourism Planning

5. Discuss the supply-side tourism planning techniques. Support your answer with relevant examples. 20
  6. Discuss tourism plans formulation by checklists techniques. 20
  7. What do you understand by strategic planning ? Why is strategic planning necessary in tourism ? 20
  8. Discuss the role of UNWTO in sustainable tourism development. 20
  9. Explain the role that the national government plays in the process of national level tourism planning. 20
  10. Identify and enlist in detail the areas of tourism planning at local levels and the respective role of various sectors in their development. 20
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