

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. What is planning ? Explain the various steps involved in planning process. 20
2. Explain the various planning approaches in tourism. 20
3. Discuss the relationship between political stability and tourism. 20
4. What are the components of tourism development ? 20
5. What is meant by survey of area characteristics ? Discuss the need for surveying the institutional elements. 20
6. For planning purpose, how do you categorise tourist attractions ? 20

7. Write an essay on "Convention Facilities Planning". 20
8. Discuss the general framework used for strategic planning in destination. 20
9. Write short notes on the following : 10+10=20
(a) SWOT Analysis
(b) Political Consideration in Planing
10. Discuss the role of public and private sector in local level planning. 20
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