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Total No. of Questions : 10]

[Total No. of Printed Pages : 2

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2014

MTM-11 : TOURISM PLANNING AND DEVELOPMENT

Time : 3 Hours]

[Maximum Marks : 100

Note :- Answer any *Five* questions in about **600** words each.

1. Mention the importance of tourism planning. Discuss the difference between interactive and conventional planning. 20
2. Discuss the various techniques that needs to be incorporated into the planning process to enhance the economic benefits of tourism. 20
3. Explain the factors that are important for the demand-supply match while planning for tourism. 20
4. What do you understand by National Level Tourism planning ? 20
5. Explain the components of tourism development and their inter-relationship. 20
6. Discuss the major elements of plan implementation in tourism. 20
7. Discuss the role of WTO in the international tourism industry. 20

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Turn Over

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8. Write short notes on any *two* of the following :
- (a) Tourist Resort
 - (b) Strategic Planning
 - (c) Global planning. 20
9. Briefly enumerate the requirements for local level planning. 20
10. Discuss the *five* steps in supply side plan formulation. 20