

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in 600 words each.

1. What are the environmental and socio-cultural considerations in tourism planning ? 20
2. "Tourism would be some what differently organised in a country with a highly centralised government structure than in one with a more decentralised government". Elaborate the statement with suitable examples. 20
3. What is tourism planning ? Discuss the various steps in planning process. 20
4. Write short notes on the following : 10+10=20
 - (a) Survey of Area characteristics
 - (b) Survey of Institutional elements
5. How are cultural attractions planned and managed for tourism ? 20

6. Discuss the important issues involved in local level tourism planning. 20
 7. Critically examine the role of UNWTO in the International tourism industry. 20
 8. Discuss the importance of strategic management in tourism. 20
 9. Discuss the positive and negative socio-cultural impacts of tourism development with suitable examples. 20
 10. Write short notes on the following : 10+10=20
 - (a) Convention facility planning
 - (b) Event planning
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