

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

Term-End Examination

June, 2018

**MTM-011/MTTM-011 : TOURISM PLANNING
AND DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

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1. What do you understand by planning ? Explain the Environmental planning process of tourism destinations. **20**
 2. Discuss the various factors (Demand and Supply related and External) which planners should consider while planning for Tourism. **20**
 3. Write short notes in about 150 words each : **5x4=20**
 - (a) Government's role in tourism planning.
 - (b) Role of subject specialists in Tourism planning as core team.
 - (c) Zoning as a plan Implementation tool.
 - (d) Tourism Master Plan.
 4. Why is it important to survey the area characteristics before a Tourism Plan is formulated ? Explain elements that should be considered for its survey. **20**

5. Identify major cultural attraction resources for tourism in India. Elaborate guiding principles for their effective planning and management. 20
 6. Discuss major Tourism Plan Implementation elements and their Monitoring techniques. 20
 7. Enlist elements of strategic planning approach which differentiates it from conventional approach. Explain any five strategy types followed in tourism and hospitality Industry. 20
 8. Highlight the difference in Tourism Planning approach of developed and developing countries. Discuss issues and challenges of developing a comprehensive National Tourism Plan for India. 20
 9. Write notes on the following in about 300 words each : 10x2=20
 - (a) International source of Tourism funds.
 - (b) Active and Passive role of government in Tourism Planning.
 10. "More than the positive impact, it is the negative impacts of tourism that leaves a lasting impression". Explain how local level planning should be done to mitigate the negative impacts. 20
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