

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

Term-End Examination

**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. What do you understand by tourism planning?
Discuss the importance of tourism planning. 20
2. Discuss the relationship between tourism and the
environment. Support your answer with relevant
examples. 20
3. "Tourism contributes to economic development". In
this connection discuss strategies that can be
applied to enhance the economic benefits of
tourism. 20



4. Write short notes on any two of the following:
10x2=20
- a. Importance of tourism education
 - b. UNWTO
 - c. Theme parks
5. Write a detailed note on the various international tourism bodies involved in tourism planning at global level. 20
6. Why is it important to take in to consideration of socio political views for tourism planning? 20
7. Discuss the external factors which effect tourism systems. 20
8. Explain briefly the role of public and private sector in tourism planning. 20
9. What do you understand by National level tourism Plan? Discuss the various advantages of National tourism plans with specific reference to India. 20
10. Discuss the various levels and types of tourism planning. 20

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