

No. of Printed Pages : 3 **MTTM-11/MTM-11**

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

Term-End Examination

June, 2022

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. With the help of examples, explain how would you plan and manage a natural attraction resource as a tourism product. 20

P. T. O.

2. Define strategic management and explain the importance of strategic management and planning in tourism. 20
3. What is the importance of linkages ? Discuss the significance of linkages between Regional and National level tourism planning. 20
4. What is tourism plan ? Explain various components of tourism development plan. 20
5. Write short notes on the following : 10+10
 - (a) Advantages of National Tourism Plan
 - (b) Role of WTO
6. Which are the international bodies involved in tourism planning ? Explain in detail. 20
7. Discuss the importance and significance of 'Monitoring' stage in the overall tourism planning. 20
8. Write an essay on planning, development and upkeep of theme parks. 20

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9. Write short notes on the following : 10+10

(a) Convention facilities planning

(b) Tourism planning process

10. Discuss positive and negative impacts of tourism on the tourist destinations. Support your answer with suitable examples. 20