

No. of Printed Pages : 2 MTM-11/MTTM-11

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

Term-End Examination

June, 2024

**MTM-11/MTTM-11 : 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.*

1. Define Tourism Planning. Explain the need and importance of Tourism Planning. 20
2. Describe the levels and types of Tourism Planning. 20
3. Write short notes on the following : 2×10=20
 - (a) Tourism impact mitigation process
 - (b) Tourism market segmentation

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4. What do you understand by Tourism Development ? Explain the different components of Tourism Development. 20
5. Write short notes on the following : 2×10=20
 - (a) Tourism Market Analysis
 - (b) Planning for Special Tourism Attraction of India
6. "Implementation and Monitoring have to be the integral components of any tourism plan." Explain. 20
7. Discuss the role of UNWTO in the development of international tourism. 20
8. What role the public and private sector has to play in tourism policy formulation and planning ? 20
9. Define regional level tourism planning. What aspects would you suggest to cover in a regional level tourism plan ? 20
10. Discuss the role of local bodies and NGOs in local level tourism planning. 20

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