

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2010

01729

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Describe planning process and its approaches. 20
Discuss the difference between interactive and conventional planning.
2. Discuss some techniques that can be applied to 20
enhance the economic benefits of tourism.
3. Discuss the role of government in tourism 20
planning. Why should political and social ideologies and related considerations be looked into tourism planning ? Discuss.
4. What do you mean by Sustainable tourism 20
development? In order to achieve sustainable tourism development, what are the different planning approaches ? Discuss.

5. What do you mean by Survey of area characteristics ? Describe. 20
 6. Write an essay on planning and managing natural attraction resources specially in context to India. 20
 7. What should be the approach to plan in implementation ? Why should tourism plans be monitored ? Discuss. 20
 8. What do you mean by Strategic planning ? What is the difference between conventional and strategic planning ? 20
 9. Critically examine the role of World Tourism Organisation (WTO) in the tourism industry globally. 20
 10. Write short notes on any two of the following :
 - (a) Role of public and private sectors in tourism
 - (b) Planning of theme parks 10+10=20
 - (c) National Tourism Organization
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