

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2011**

01366

**MTM-11 : 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 unless specified.*

1. Define planning and explain the planning process. Differentiate between Interactive and conventional planning. 20
2. "Tourism is a highly political phenomenon". Discuss the various political considerations to be looked into while planning for tourism activities. 20
3. Explain the various levels at which tourism planning is exercised. 20
4. Answer any two in about 300 words each :  $10 \times 2 = 20$ 
  - (a) Describe external factors which influences the nature of tourism development.
  - (b) Why do we need to monitor progress of Tourism Plans ?
  - (c) What are the advantages of regrouping a country into distinctive Tourism Regions ?

5. Discuss the various elements in checklist Technique of Tourism plan formulation. 20
6. Define Cultural Tourists' Attractions. How would you plan and manage these attractions. 20
7. What is the importance of Strategic Planning and Management in the Tourism sector ? Explain the various issues involved in strategic planning for tourism. 20
8. Write short notes on the following in about 150 words each : 5x4=20
- (a) Core planning goals for tourism development.
  - (b) WTO Guidelines for sustainable Development of Tourism.
  - (c) Categories of Tourist Attractions.
  - (d) International funding sources for tourism.
9. Enumerate major advantages of having a National Tourism Plan. Identify essential elements which a good and sound National Tourism Plan should address. 20
10. Discuss the increasing shift of focus towards local level planning. Also enumerate the role and responsibilities of the public and private sector in local level planning. 20