

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions in about 600 words each.*

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1. What do you understand by tourism planning ? 20  
Discuss the various steps in planning process.
2. What do you understand by environmental 20  
planning process ? Explain the steps involved in  
the process.
3. Why should political considerations to be looked 20  
into tourism planning ? Discuss the role of  
government in tourism planning.
4. Discuss the various levels of tourism planning. 20
5. Discuss what should be the goals for tourism 20  
development. Give examples.
6. Write short notes on **any two** of the following : 20  
(a) Theme Parks.  
(b) Event Planning.  
(c) Convention Facilities Planning.

7. What do you understand by strategic management ? What is the difference between conventional and strategic planning ? 20
  8. Why is a national plan required for tourism ? What aspects should be covered in national tourism plan ? 20
  9. What do you understand by a tourism region ? What aspects would you cover in a regional tourism plan ? 20
  10. Discuss the role of public sector in local level planning. 20
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