

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2012

MTM-11 : TOURISM PLANNING AND
DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in 600 words.

1. What is the importance of tourism planning ? 20
What do you understand by environmental
planning process ?
2. Explain the steps involved in the planning 20
process.
3. What are the Socio-cultural considerations 20
involved in the tourism planning ?
4. Discuss the elements which are the main focus 20
for regional planning.
5. "The basic requirement for understanding the 20
planning of tourism is the knowldege of the
components of tourism development and their
inter-relationships." Elaborate the statement.

6. Write an essay on strategy formulation. 20
7. What are the general considerations for planning special tourism attractions ? Discuss in detail any two considerations. 20
8. Discuss the need and importance of global level planning. 20
9. What do you understand by Checklist Technique ? 20
10. Write short notes on the following : 10+10=20
- (a) Role of Government in Tourism Planning
 - (b) WTO guidelines for tourism planning
-