

**MASTER OF ARTS IN TOURISM  
MANAGEMENT (MTM)**

02331

**Term-End Examination  
December, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any *five* questions in about 600 words each. All questions carry equal marks.

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1. What is the need of tourism planning ? What are the steps in the planning process ? 20
  
2. Explain with the help of examples the socio-cultural considerations to be incorporated in tourism planning. 20
  
3. "Tourism is a highly political phenomenon." Discuss the various political considerations to be pondered upon while planning for tourism activities. Substantiate your answer with suitable examples. 20

4. Why is strategic planning necessary in tourism ? Discuss the importance of strategic management. 20
5. Write short notes on any **two** of the following :  $2 \times 10 = 20$
- (i) Check list technique in plan formulation
  - (ii) Planning of theme parks
  - (iii) Importance of sectoral linkages in tourism
6. Discuss the approaches and issues in the local level tourism planning. 20
7. How do you categorise tourist attractions ? Refer two examples where events can be planned as tourist attractions. 20
8. Critically examine the role of UNWTO in the international tourism industry. 20
9. How are tourism regions established ? Describe the aspects to be covered in a regional tourism plan. 20
10. Write short notes on any **two** of the following :  $2 \times 10 = 20$
- (i) Role of public and private sectors in tourism
  - (ii) Community based tourism planning
  - (iii) National Tourism Organisation
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