

MASTER OF ARTS (TOURISM MANAGEMENT)

02271

Term-End Examination

June, 2012

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 otherwise
specified.

1. Why do we need economic planning for tourism ? 20
Describe the various approaches through which economic benefits of tourism can be fully optimised at tourist destinations.
2. Explore the relationship between political stability 20
at destinations and tourism development. Also explain the role that government can play in tourism planning.
3. Identify core planning goals for developing 20
tourism at destinations. Discuss how Tourism Planning Projects are planned and organised ?
4. Explain the various socio - cultural impact on 20
destinations viz - a - viz adoption or the absence of proper tourism planning process.

5. Answer *any two* in about 300 words each: **10x2=20**
- (a) What are the issues in Tourism Investment Strategy ?
 - (b) Explain the Environmental Planning Process for tourism.
 - (c) Describe the International Funding Sources for tourism development.
6. Which are the main types of surveys to be conducted for tourism plan formulation ? Explain their respective elements. **20**
7. "Regional Planning for tourism should not be seen as antagonistic to national tourism plans". Explain the relevance of this statement taking into account the major elements in a Regional Tourism Plan. **20**
8. Write short notes on the following in about 150 words each: **5x4=20**
- (a) Requirements for Local Level Planning.
 - (b) WTO Guidelines for Sustainable Development.
 - (c) Checklist Technique of Tourism Plan formulation.
 - (d) Cultural Tourist attractions as a national resource.
9. Discuss the major elements in the implementation of a Tourism Plan. **20**
10. How would you plan and manage natural tourism resources ? Explain with relevant examples. **20**