

0198

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. Elucidate the planning process and approaches with the help of suitable examples from the tourism sector. 20
2. "Environmental considerations are of utmost importance in the tourism planning process". Comment and substantiate your answer with suitable examples. 20
3. What do you mean by Sustainable Tourism Development ? In order to achieve sustainable tourism development, what are the different planning approaches ? Discuss. 20
4. What do you mean by strategic planning ? What is the difference between conventional and strategic planning ? 20

5. Write short notes on **any two** of the following : **10x2=20**
- (a) International funding sources for tourism development
 - (b) Convention facilities planning
 - (c) Levels of tourism planning
6. Critically examine the role of Ministry of Tourism in the development and promotion of tourism in India. **20**
7. (a) "Planning for cultural attractions requires a sensitivity towards core values of culture".
Comment **10x2=20**
- (b) Suggest a plan to preserve and protect cultural identity while planning tourism activity.
8. Enumerate major advantages of having a National Tourism Plan. Identify essential elements which a good and sound National Tourism Plan should address. **20**
9. Elaborate the demand- supply match while planning tourism system. What are the external factors that influence the supply side of tourism industry ? Explain with the help of suitable examples. **20**
10. Write short notes on **any two** of the following :
- (a) Survey of Area characteristics **10x2=20**
 - (b) Regional Tourism Plan
 - (c) Checklist technique of Tourism Plan Formulation.