

00844

MASTER IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

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1. What do you understand by environmental planning process ? What are socio - cultural considerations to be taken care of during tourism planning of a destination ? Discuss. 20

 2. "It is generally recognised that tourism stimulates the development of several sectors of the national economy". Critically analyse the statement. 20

 3. Elaborate the demand - supply match while planning tourism system. What are the external factors that influence the supply side of tourism industry ? Describe. 20

4. What should be the goals for tourism development ? Describe different components of tourism development. 20
5. What do you understand by checklist technique in plan formulation ? Describe. 20
6. Describe the different institutional elements to be surveyed and evaluated in the planning process. 20
7. Write an essay on planning and managing cultural attraction resources in context to India. 20
8. Why is strategic planning necessary in tourism ? Discuss the importance of strategic management. 20
9. What do you understand by a tourism region ? Describe aspects should be covered in a regional tourism plan. 20
10. Write short notes on *any two* of the following :
 - (a) Importance of sectoral linkages in tourism planning 10+10=20
 - (b) Convention facilities planning
 - (c) Event planning.