

02512

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in 600 words each.

1. How are tourism and economy inter-related ? 20
Why is tourism planning necessary to enhance economic benefits ?
2. Discuss the various levels in tourism planning. 20
3. What are the external factors which influence the 20
nature of tourism development at a destination ?
4. Write short notes on the following : 10+10=20
(a) Survey of Area characteristics
(b) Survey of Institutional elements
5. Write an essay on strategic and tactical planning 20
in tourism.
6. Discuss the role of Ministry of Tourism for the 20
development and promotion of tourism in India.

7. Define the following : **5x4=20**
- (a) TOR
 - (b) Critical Path Analysis
 - (c) Zoning
 - (d) Resource Analysis
8. "Global planning is important for tourism", **20**
comment and discuss the various international sources of funds.
9. How are cultural attractions planned and **20**
managed for tourism ?
10. Write short notes on the following : **10+10=20**
- (a) Monitoring of Planning Process.
 - (b) Elements of Plan Implementation.
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