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## **MTTM-402**

### **Tourism Policy and Planning**

Master of Tourism & Travel Management (MTTM)

4th Semester Examination, 2023 (June)

**Time : 2 Hours]**

**[Max. Marks : 35**

**Note :** This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answer to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

### **SECTION-A**

#### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. Define Tourism Planning. How is Tourism Planning different from tourism policy? Discuss the scope of tourism planning.

2. Explain the advantages of tourism planning in the context of Environment.
3. Describe the steps and stages of destination planning.
4. Elaborate on the place of tourism in India in different five-year plans.
5. Highlight the tourism planning strategies adopted by China.

## **SECTION-B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only. (4×4=16)

1. Explain barriers to tourism planning with illustrations.
2. Define destination mix. What are the different components of the destination mix?
3. Define sustainable tourism planning. What are the key issues of sustainable tourism planning in India?
4. Write a detailed note on "Community-Based and Community Approach of Tourism Planning".

5. What does DOT stand for? Explain the role and contribution of DOT in tourism development in India.
  6. What are the different consequences of unplanned tourism development in India ?
  7. What is tourism complex planning? Explain its significance in destination planning.
  8. Define cost benefit analysis. Explain the application of cost benefit analysis in destination planning.
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