

MTM–402/MTTM–402**Tourism Policy and Planning**

Master of Tourism & Travel Management

(MTM–12/MTTM–16/17)

Fourth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section ‘A’ contains four (04) long answer type questions of nine and half $9\frac{1}{2}$ marks each. Learners are required to answer *two* (02) questions only.

1. Define Tourism Planning. Explain its scope.
2. Define Destination Mix. Explain its components.
3. Define Sustainable Tourism Planning. Discuss its issues and relevance in modern era.
4. Discuss the salient features of tourism planning strategies of 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 *four* (04) questions only.

1. What are the consequences of unplanned tourism development ?
2. Explain the socio-cultural advantages of tourism planning.
3. What are the stages in destination planning ?
4. Define Cost-Benefit Analysis. Highlight its significance in destination planning.
5. Explain the barriers of Tourism Planning.
6. Discuss the concept of 'responsible' and 'appropriate' tourism with suitable examples.
7. Discuss the roles and contribution of D. O. T. in tourism development in India.
8. Explain the contribution of 'Community Based' and 'Community Approach' concept in tourism planning.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

Indicate whether the following statements are true *or* false.

1. Planned tourism development needs formulation of special organizational structures, marketing strategies and promotional programmes, laws and regulations which should be in tune with 'The National Tourism Policy'.

2. Unplanned and unregulated tourism has an adverse impact on society, culture, ecology and the economy in the long run.
3. The need for planned development of attractions is of utmost importance if they are to remain as attractions in the year to come.
4. Integrated tourism planning means proper planning of all aspects of tourism like physical, legal, promotional, financial, economic marketing, social, environmental etc.
5. Tourism planning is confined upto primary level only.

Choose the correct answer :

6. National Committee on Tourism is associated with which year ?
 - (a) 1992
 - (b) 1982
 - (c) 2002
 - (d) 1991
7. EIA stands for
 - (a) Environment Impact Analysis
 - (b) Environment Impact Assessment
 - (c) Essential Impact Analysis
 - (d) Essential Impact Assessment
8. World Wild Life Week is celebrated in which month ?
 - (a) September
 - (b) October
 - (c) November
 - (d) December

9. Why does the government play an important role in tourism ?
- (a) Leadership
 - (b) The Sector is Fragmented
 - (c) Funding
 - (d) All of the above
10. First Tourism Policy in India was launched in the year
- (a) 1982
 - (b) 1988
 - (c) 1990
 - (d) 1991