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Total Pages : 3

Roll No. -----

MTTM-402

Tourism Policy and Planning

Master of Tourism & Travel Management (MTTM)

4th Semester, Examination 2022(Dec.)

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.

Section – A

(Long Answer – type questions)

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

[2 x 9½ = 19]

P.T.O.

- Q.1. Define Tourism Planning? Give an overview of the tourism planning scenario in the global context.
- Q.2. Explain the advantages of tourism planning in the context of Economics.
- Q.3. Describe the various steps and stages of eco-tourism planning.
- Q.4. Elaborate on the place of tourism in India's different five-year plans.
- Q.5. Highlight the tourism planning strategies adopted by France.

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 x 04 = 16]

- Q.1. Provide a critical review of any of the tourism policies of India.
- Q.2. Define destination mix. What are the different components of destination mix?
- Q.3. Define sustainable tourism planning. What are the different systematic approaches to sustainable tourism planning in India?
- Q.4. Write a detailed note on "tourism policy and planning perspective of Bhutan."
- Q.5. Explain the salient features of national tourism policy of India.
- Q.6. What are the various steps and stages in destination planning? Explain with examples.
- Q.7. What is tourism complex planning? Explain its significance through a case study.
- Q.8. Define cost benefit analysis. Explain the application of cost benefit analysis in destination planning.
