MTM-402/MTTM-402

Tourism Policy and Planning

Master of Tourism & Travel Management

(MTM-12/MTTM-16/17)

Examination 2021 (Winter)

Time : 2 Hours   Max. Marks : 40

Note : This Paper is of fourty (40) marks divided into two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given there in.

Section-A

(Long Answer-type questions)

Note: Section 'A' contains Five (05) Long-answer type questions of ten (10) marks each. Learners are required to answer any two (02) questions only.

(2 x 10 = 20)

Q.1. Write an essay on the levels of tourism planning ? Also write in brief the scope of tourism planning ?

P.T.O.

Q.2 Write a descriptive note on the consequences of unplanned tourism development and their significance on the destination ?

Q.3 Write notes on the following :
(A) Importance of Destination Planning
(B) Obstacles in tourism planning

Q.4 Explain in detail the significance of integrated tourism planning ?

Q.5 Write a detailed note on how the concept of responsible tourism could minimize the negative impacts of tourism?

Section-B
(Short Answer-type questions)

Note: Section 'B' contains Eight (08) Short-answer type questions of five (05) marks each. Learners are required to answer any four (04) questions.

(4 x 5 = 20)

Q.1 Define the term acculturation.

Q.2 Differentiate between public relations and personal selling.

Q.3 What do you understand from benefits cost analysis in destination planning ?

Q.4 What are the important characteristics of alternative tourism?

Q.5 Why there is a need of sustainable tourism development ? Discuss ?

Q.6 Define the term *community participation* with suitable examples.

Q.7 Define the term eco-tourism.

Q.8 What is the role of govt. in toursim development in India?

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