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Total Pages : 3

Roll No.

MTTM-402/MTM-402

**Tourism Policy and Planning
Master of Tourism and Travel Management**

(MTM-12/MTTM-16/17)

4th Semester Examination, 2022 (June)

Time : 2 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) 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 Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2×10=20)

1. Write a descriptive note on the process of tourism policy formulation. Also discuss the characteristics of a tourism policy.

2. Write an essay on how tourism can help in increasing the economic level of a destination.
3. Elucidate the important factors which influences the tourism destination as a product.
4. Write a detailed note on the steps and stages of destination planning.
5. Write notes on the following :
 - (a) Obstacles to community participation in tourism.
 - (b) Tourism planning policies and strategies of Sri Lanka.

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 only. (4×5=20)

1. Explain the relation between tourism and environment.
2. How pricing effects the marketing mix concept in tourism?
3. Discuss in brief various steps involved in cost benefit analysis.
4. What is responsible tourism? Discuss in brief.

5. How tourist can contribute to the sustainable tourism development? Discuss.
 6. What are the general principles of tourism strategies of U.K.?
 7. Discuss in brief about the marketing development scheme in tourism policy.
 8. What is the importance of local bodies in tourism sector?
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