

## **MTM-402/MTTM-402**

### **Tourism Policy and Planning**

Master of Tourism & Travel Management

(MTM-12/MTTM-16/17)

Fourth Semester, Examination, 2018

**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. Explain with examples the consequences of unplanned tourism development.
2. Define Cost-Benefit Analysis. Explain its significance in context to the Destination planning.
3. Explain the place of tourism into various five year plans in India.
4. Discuss the salient features of Tourism Planning Strategies adopted by U. K.

**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. Discuss the socio-cultural advantages of Tourism Planning.
2. Explain the different barriers in tourism planning.
3. Define Destination Mix. Explain its components.
4. Discuss the steps involved in Destination planning.
5. Explain the term 'Alternate' and 'Just Tourism'.
6. Discuss the steps of Eco-tourism planning.
7. Describe the role of D. O. T. in development of Tourism in India.
8. Highlight the tourism policy and planning perspectives of Bhutan.

**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.

Choose the correct alternative :

1. The administrative head of the Department of Tourism is .....
  - (a) Minister
  - (b) Secretary
  - (c) Director General
  - (d) Both (b) and (c)

2. Zoological Survey of India (GSI) is located at ..... .
  - (a) Kolkata
  - (b) Mumbai
  - (c) Chennai
  - (d) Delhi
3. Bird Man of India is ..... .
  - (a) Salim Ali
  - (b) M. S. Swaminathan
  - (c) M. C. Mehta
  - (d) Raphel Emerson
4. National Action Plan (NAP) came into the existence in the year ..... .
  - (a) 2002
  - (b) 1992
  - (c) 1998
  - (d) 1991
5. National Tourism policy came into the existence in the year ..... .
  - (a) May—2012
  - (b) May—2007
  - (c) May—2002
  - (d) May—2010
6. Which town in Canada put in place a green plan for the community ?
  - (a) Ottawa
  - (b) Bouctouche
  - (c) St. John
  - (d) Labrador

7. UN MDG's includes what ?
- (a) Empowering Woman
  - (b) Targets for Poverty Reduction
  - (c) Reducing Child Mortality
  - (d) All of the above

Indicate whether the following are True *or* False.

8. Tourism has been included into the concurrent list of central government. (True/False)
9. The current five year plan is 12th Five Year Plan. (True/False)
10. Shri Mahesh Sharma Ji is the Tourism Minister of Government of India. (True/False)