

**MTM 402/MTMM-402**

**Tourism Policy and Planning**

Master Of Tourism & Travel Management

(MTM-12/MTTM-16/17)

Fourth Semester, Examination, 2019

**Time : 3 Hours**

**Maximum Marks : 40**

Note : This paper is of forty(40) marks containing three(03) sections A,B & 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 ½) marks each. Learner are required to answer any two questions only.

1. Explain the linkages of tourism policy and tourism planning . Also discuss the scope of tourism policy and tourism planning.
2. Define cost benefit analysis. Why is it so important? Discuss its significance.
3. Disucss the key issues and revelance of sustainable tourism planning in India.
4. Explain the silent features of tourism planning strategies of France.

## **Section – B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of four marks each. Learner are required to answer any (04) questions only.

1. Discuss the socio cultural significance of tourism planning.
2. Describe in brief about the tourism planning scenario in global context.
3. Explain the various steps followed in destination planning.
4. Define tourism complex planning. Explain its significance.
5. Explain the need of community approach in tourism planning.
6. Discuss the principles of 'Eo-Tourism' planning.
7. Explain the salient features of 'Tourism planning strategies adopted by U.K.
8. Give an over view of tourism planning and policy perspectives of Bhutan.

## **Section –C**

### **(Objective Type Questions)**

**Note :** Section 'C' contains ten(10) objective type questions of half(1/2) mark each. All questions of this section are compulsory.

### **Multiple choice Questions**

1. One of the purpose of tourism planning is
  - (a) Maintaining uniqueness
  - (b) Damaging resources
  - (c) Solving traffic problems
  - (d) Groding markets

2. The life span of a tourism plan is normally not more than:-
- (a) 15 to 20 years
  - (b) 6 months to 2 years
  - (c) 10 to 15 years
  - (d) 3 to 5 years
3. The tourism planning model suggested by the tourism system stresses the need for
- (a) Planning in which the only participants are government agencies
  - (b) A one step process that only needs to be repeated once every ten years
  - (c) Planning only for tourism development and not for tourism marketing
  - (d) A step by step approach with the participation of both government the private sector and community residents
4. Which of the following is not a barrier to tourism planning?
- (a) The diversity of tourism businesses
  - (b) The lack of qualified tourism planning experts and consultants
  - (c) The cost of conducting tourism planning processes can be high.
  - (d) The complexity of tourism and the large number of government agencies involved

5. The first step in the tourism planning process should be:-
- (a) Detailed research and analysis
  - (b) Synthesis and visioning
  - (c) Background analysis
  - (d) Plan development

**True or False Questions**

6. Some people object to the concept of tourism planning on the grounds that it is an unnecessary intrusion into the free enterprise system
7. Once a tourism plan is prepared, it is not necessary to revise it in future years
8. Tourism planning guarantees success in tourism
9. Tourism planning works best when it is a highly participative process.
10. A comprehensive tourism plan produces recommendations on development, marketing, tourism organization, community awareness of tourism and support services and activities.

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