

Roll No.

MTM-12 (Master of Tourism Management)

Fourth Sem., Examination-2014

MTM-402

Tourism Policy and Planning

Time Allowed : Three Hours

Maximum Marks : 30

Note : This paper is of thirty (30) marks divided into three (03) sections. 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 7½ marks each. Learners are required to answer any two (02) questions only. (2×7½=15)

1. Throw some light on various levels of tourism planning. Write a note on the gaps between the goals and objectives highlighted in Indian tourism policy and its implementation at local level.
2. What do you understand by the concept of cost-benefit analysis? How cost benefit analysis affects the planning process of tourism development in an area? Support your answer with appropriate examples.
3. Define Sustainable Tourism. Also explain the need and benefits of community participation in tourism development.
4. Explain the National Tourism Policy and its importance in terms of Indian Tourism Development.

Section - B

(Short answer type Questions)

Note : Section 'B' contains eight (08) short-answer-type questions of 2½ marks each. Learners are required to answer any four (04) questions only. (4×2½=10)

1. What do you mean by regional level planning?
2. How tourism can help in socio-economic augmentation of a destination?
3. What are the consequences of unplanned tourism development on wildlife?
4. Elucidate the role of IT in tourism marketing.
5. Define the concept of '**Green Tourism**'.

6. Describe the role of NGOs in the development of tourism in India.
7. What do you understand by Responsible Tourism?
8. Suggest a five point strategy to enhance tourism in a rather lesser popular, but potential, tourist place of your state?

Section - C

(Objective type Questions)

Note : Section 'C' contains ten (10) objective-type questions of ½ mark each. All the questions of this section are compulsory. (10*½=05)

Fill in the blanks:

1. WTO stands for
 - (a) World Travel Organization
 - (b) World Tourism Organization
 - (c) World Tour Organization
 - (d) World Tourism Office
2. The Earth Summit was organized in Rio in
 - (a) June, 1972 (b) June, 1982
 - (c) June, 1992 (d) June, 2002
3. Planning for tourism ensures
 - (a) Benefits will flow to a destination
 - (b) Negative impacts will increase
 - (c) Conflict between residents and tourists will increase

- (d) Tourism will be disadvantaged
- 4. SAARC stands for
 - (a) South American Association for Regional Cooperation
 - (b) Sub American Association for Regional Cooperation
 - (c) Sub Asian Association for Regional Cooperation
 - (d) South Asian Association for Regional Cooperation
- 5. Sri Lanka is an island whose main advantages for tourism are
 - (a) Authenticity (b) Compactness
 - (c) Diversity (d) All of these

State whether it is 'true' or 'false' :

- 6. Tourism is a social, economic and environmental activity.
- 7. The NTO is the body responsible for the formulation and implementation of the national tourism policy.
- 8. In 1972, the Indian Government presented its first tourism policy.
- 9. Eco Tourism programs aim to limit the negative impacts of nature tourists.
- 10. Benefit - Cost Analysis is a systematic method for evaluating the economic feasibility of a public investment, project, plan and other action.