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

### **Tourism Policy and Planning**

Master of Tourism and 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. Discuss the advantages of well planned tourism destinations.
2. Explain various stages adopted in destination planning.
3. Explain the salient features of Eco-tourism planning in India.
4. Discuss the role and contribution of D. O. T. in tourism development in India.

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### 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. Explain the various issues involved in strategic planning for tourism.
2. Define Destination Mix. Also discuss its components.
3. Discuss the concept of 'Responsible', 'Alternate' and 'Just' tourism with suitable examples.
4. Discuss the salient features of 'Tourism planning strategies' adopted by France.
5. Describe external factors which influence the nature of tourism development.
6. Explain the need of Community Based Tourism (CBT) in tourism policy.
7. Highlight the major developments that occurred in tourism industry in India after May 2007 policy.
8. Enumerate major advantages of having a National Tourism Plan. Identify essential elements which a good and sound national tourism plan should address.

### 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.

Indicate whether the following statements are True *or* False :

1. One of the principles of sustainable tourism development is to improve the quality of life of the host community. (True/False)

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2. Carrying capacity of a destination is fixed and can not be changed. (True/False)
3. Tourism can produce both positive and negative impacts on the environment and on the society and culture of a destination area. (True/False)
4. Encouraging sustainable tourism development is a good example of the application of the societal marketing approach in tourism. (True/False)
5. The site attraction index can be used to compare and measure differences between sites. (True/False)

Choose the correct answer :

6. The first step in the tourism planning process should be :
  - (a) Develop action plans for each elements
  - (b) Monitor the results
  - (c) Formulate the goals and objectives
  - (d) Analyze the existing situation and determine what needs to be done to meet the set goals and objectives.
7. This is a technique that can be used to access resident satisfaction :
  - (a) Future research
  - (b) Survey
  - (c) Mystery shopper programme
  - (d) Carrying Capacity analysis
8. Which of the following is not a case of the unsuccessful tourism development ?
  - (a) Greater access to services and attractions for local residents.

- (b) Pollution
  - (c) Over-crowdness
  - (d) Low safety and hygiene standards
9. The core indicators of tourism development include the following except :
- (a) Contribution to the local economy
  - (b) Resident satisfaction
  - (c) Consumer satisfaction
  - (d) Marketability of destination
10. The private sector's role in tourism development is normally all of the following except :
- (a) Generating ideas
  - (b) Providing specialized technical skills
  - (c) Providing fiscal incentives
  - (d) Being entrepreneurial.