



# UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

## MTM FOURTH SEMESTER ASSIGNMENT

*Programme Name: Master of Tourism Management*

*Course Name: Tourism Policy and Planning*

*Session: 2014-15 (summer)*

*Last Date of Submission: 15 June 2015*

*Programme Code: MTM12*

*Course Code: MTM402*

*Maximum Marks: 20*

**Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.**

### **Briefly discuss the following:**

1. What are the various barriers in tourism planning?
2. What are the major considerations of tourism planning?
3. What is the impact of sustainable tourism?
4. Define the term 'Eco Tourism'.
5. What is the importance of local bodies in tourism sector?
6. What factors influence the community participation in tourism planning?
7. What new projects have been focused in the National tourism policy?
8. Explain the various stages of tourism planning.

**Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.**

1. Describe in brief the scope of tourism planning. Also describe the various levels of tourism planning.
2. What role intermediaries play in tourism marketing? What is the role of marketing mix in tourism industry?
3. Explain how beneficial the cost benefit analysis is in decision making process in the preparation of a plan?
4. What is Responsible tourism? How responsible tourism differs from sustainable tourism?