



UTTARAKHAND OPEN UNIVERSITY HALDWANI (NAINITAL)

MTM FOURTH SEMESTER ASSIGNMENT

Programme Name: Master of Tourism Management

Course Name: Tourism Policy and Planning

Session: 2013-14 (Summer)

Last Date of Submission: 15 June 2014

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. Describe the various levels of tourism planning.
2. Explain how tourism planning changes the global tourism scenario.
3. Explain the local body involvement in tourism development.
4. What are the factors affecting the tourism planning and implementation?
5. What is the importance of destination planning in tourism?
6. How cost benefit analysis affects the planning process of tourism development in an area?
7. Differentiate between Responsible Tourism and Alternative Tourism.
8. What are the advantages of community consultation in tourism planning?

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

1. Define the environmental considerations in tourism at present scenario and its importance in tourism development.
2. What are the 4Ps of marketing mix? What is their importance in marketing mix strategy?
3. What is the impact of sustainable tourism? Explain the need of contribution of local communities in sustainable tourism development.
4. Discuss on the comparative study of various constraints of tourism Policies adopted or implemented by the tourism industry of France, U.K and China.