



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MTM SECOND SEMESTER ASSIGNMENT

Programme Name: Master of Tourism Management

Course Name: Tourism Policy and Planning

Last Date of Submission: 31 MAY 2016

Programme Code: MTM12

Course Code: MTM402

Session: 2015-16 (Summer)

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 is the importance of tourism planning at various levels?
2. What are the factors affecting the tourism planning and implementation?
3. What is the role of marketing mix in tourism industry?
4. What is the importance of destination planning in tourism?
5. What is the scope of cost benefit analysis?
6. Define the term community participation in terms of tourism planning.
7. Explain the major considerations of tourism industry in France.
8. Give some suggestions for the improvement of tourism policy and planning in Srilanka.

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

1. What do you understand by environmental planning process? Also define the environmental considerations in tourism at present scenario and its importance in tourism development.
2. What is alternative tourism? Differentiate between responsible tourism and alternative tourism.
3. Discuss on the comparative study of various constraints of tourism policies adopted or implemented by the tourism industry of France, UK and China.
4. What is the role of government in tourism development in India? Also describe the role of NGO in the development of tourism in India.