

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. - SEMESTER – II • EXAMINATION – SUMMER • 2014

Subject code: 1724807

Date: 23-06-2014

Subject Name: Tourism Planning and Development

Time: 02:30 pm - 05:00 pm

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1** (a) What is the role of planners for tourism development? **07**
(b) Give classification of traveler. **07**
- Q.2** (a) Enlist various disciplines involved in tourism field. Also, enlist the sub-component in each discipline. **07**
(b) Explain the tourism as a system. **07**
- OR**
- (b) Compare characteristics of old and new tourism. **07**
- Q.3** (a) Explain different approaches for tourism planning. **07**
(b) Discuss the regional planning process for the tourism. **07**
- OR**
- Q.3** (a) How tourism management and ecosystems are correlated? **07**
(b) Explain the strategic tourism planning process. **07**
- Q.4** (a) What is the role of evaluation and monitoring in the tourism planning and policy making process? **07**
(b) Explain the contribution of UNWTO in the world tourism. **07**
- OR**
- Q.4** (a) Discuss role of government in framing tourism policy. **07**
(b) Discuss the Government's entrepreneur function in tourism. **07**
- Q.5** (a) Explain the term: destination development with an example. **07**
(b) Narrate and discuss important aspects of ecotourism. **07**
- OR**
- Q.5** (a) Enlist environmental threats and planning precautions. **07**
(b) Narrate and discuss points to be considered while planning of hill tourism **07**
