

GUJARAT TECHNOLOGICAL UNIVERSITY**M. E. - SEMESTER – II • EXAMINATION – SUMMER • 2013****Subject code: 1724807****Date: 05-06-2013****Subject Name: Tourism Development and Planning****Time: 10.30 am – 01.00 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) Define Urban Tourism Planning and differentiate the impact of good and bad planning. **07**
 (b) List out elements of urban tourism and briefly discuss any three key elements. **07**
- Q.2** (a) Discuss the role of public and private sector in tourism planning. **07**
 (b) Identify and briefly explain the components of a tourism planning. **07**
- OR**
- (b) Outline tourism plan approaches and Identify the important considerations in tourism planning. **07**
- Q.3** (a) Describe the level and types of tourism planning. **07**
 (b) Briefly explain the facts concern to Lavasa tourism development and also discuss the benefits of developing Lavasa. **07**
- OR**
- Q.3** (a) What is sustainable tourism? Discuss the United Nations World Tourism Organization principles of sustainable tourism. **07**
 (b) List out the advantages and disadvantages of tourism and also discuss the goals of tourism development. **07**
- Q.4** (a) Explain the similarities and differences related to tourism planning and tourism policy. **07**
 (b) Shortly introduce the recreation and leisure in ancient civilization and briefly discuss the Greek philosophy of recreation as well as change in Greek approach to leisure. **07**
- OR**
- Q.4** (a) What is Quality of Life? How does it relate to Whole Places and Tourism? **07**
 (b) Write a short note: Eco-Tourism & Forest Tourism **07**
- Q.5** (a) Explain the tourism policy of Kerala. **07**
 (b) Write a short note on tourism in spiti & Hahaul dessert. **07**
- OR**
- Q.5** (a) Short note: Gujarat scenario and potential for tourism development. **07**
 (b) Write a brief note on New Tourism Product (actionable agenda for next 5year) **07**
