## **GUJARAT TECHNOLOGICAL UNIVERSITY**

M. E SEMESTER – II • EXAMINATION – SUMMER • 2014			
Sul	bject	code: 1724807 Date: 23-06-2014	
Sul	bject	Name: Tourism Planning and Development	
Tir	ne: 02	2:30 pm - 05:00 pm Total Marks: 70	
Inst	tructio	ns:	
		Attempt all questions.	
		Make suitable assumptions wherever necessary.	
	3.	Figures to the right indicate full marks.	
Q.1	<b>(a)</b>	What is the role of planners for tourism development?	07
	(b)	Give classification of traveler.	07
Q.2	<b>(a)</b>	Enlist various disciplines involved in tourism field. Also, enlist the sub-	07
-		component in each discipline.	
	<b>(b)</b>	Explain the tourism as a system.	07
		OR	
	(b)	Compare characteristics of old and new tourism.	07
Q.3	<b>(a)</b>	Explain different approaches for tourism planning.	07
	<b>(b)</b>	Discuss the regional planning process for the tourism.	07
0.1	()	OR	07
Q.3	(a) (b)	How tourism management and ecosystems are correlated? Explain the strategic tourism planning process.	07 07
Q.4	<b>(a)</b>	What is the role of evaluation and monitoring in the tourism planning and	07
	(b)	policy making process? Explain the contribution of UNWTO in the world tourism.	07
	(0)	OR	07
Q.4	<b>(a)</b>	Discuss role of government in framing tourism policy.	07
C C	(b)	Discuss the Government s entrepreneur function in tourism.	07
Q.5	<b>(a)</b>	Explain the term: destination development with an example.	07
χ.υ	(u) (b)	Narrate and discuss important aspects of ecotourism.	07
		OR	
Q.5	<b>(a)</b>	Enlist environmental threats and planning precautions.	07
	<b>(b)</b>	Narrate and discuss points to be considered while planning of hill tourism	07

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