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MTTM-11

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

December, 2024

**MTTM-11 : TOURISM PLANNING AND
DEVELOPMENT**

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions in about
600 words each. All questions carry equal
marks.*

1. What do you understand by Tourism Planning ?
Why are environment, society and culture so
important for Tourism Planning ? Give relevant
examples. 20
2. Suggest immediate possible measures that can
be used to decrease the pressure of over-
tourism on environment. 20
3. Discuss the importance of political stability in
tourism planning. Support your answer with
relevant examples. 20

4. Define Tourism System. Discuss the external factors which affect Tourism System. 20
5. Explain the different levels and types of Tourism Planning. 20
6. Write short notes on the following : 10+10=20
 - (a) Arts and handicrafts as tourism attraction
 - (b) Sports tourism and infrastructural development
7. Define strategic planning. Why is strategic planning necessary in tourism ? 20
8. Discuss the role of UNWTO in the development of Sustainable Tourism at International level. 20
9. Discuss the role of Government in the promotion and development of tourism in India. 20
10. Describe the key bottlenecks and challenges in the development of International tourism in our country. 20

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