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MTTM-11

**MASTER OF TOURISM AND
TRAVEL MANAGEMENT (MTTM)
Term-End Examination
June, 2025**

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

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss why tourism planning is necessary
in context of our country. 20
2. Differentiate between interactive and
conventional planning. Which one would you
like to recommend for a developing nation
like India ? Give reasons. 20

3. Discuss the negative impacts of tourism on the environment. Suggest some long-term impact mitigation measures for hell tourism.
20
4. Define economic planning. How can we strengthen economic cross-sectoral linkages to enhance economic benefits through tourism. ?
20
5. Discuss the relationship between the political stability and tourism development.
20
6. Write short notes on the following : 10+10
(i) Tourist generating markets of India
(ii) Market segmentation
7. Explain the role of private sector in the infrastructural development in tourism sector.
20
8. How can you differentiate National level and Regional level tourism planning ? What role do National tourism organisations play in National level planning ?
20

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9. Discuss the various components of tourism development. How are they inter-related with each other ? 20

10. Write short notes on the following :

2×10=20

(i) Role of Educational Institutions in tourism development

(ii) Conceptual Facilities Planning

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