

**MASTER OF TOURISM AND
TRAVEL MANAGEMENT (MTTM)
Term-End Examination
June, 2026
MTTM-011 : 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. Discuss the role of governmental agencies in the development of tourism. 20
2. What do you understand by environmental planning process ? Discuss the steps involved in this process. 20
3. Discuss the role of tourism in the economic development of our country. Give relevant examples. 20

4. Discuss the importance of political stability for development of the tourism sector in India. 20
5. Write short notes on the following in about 300 words each : 10+10
 - (i) Market segmentation
 - (ii) Levels of tourism planning.
6. Discuss the contribution of private sector in tourism industry. 20
7. Discuss the components of tourism development. 20
8. Discuss the necessity of monitoring tourism plans with the help of examples. 20
9. Define global tourism planning. What are the International bodies involved in tourism planning ? 20
10. Discuss the role of local bodies in tourism development. 20

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