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MTM-011/MTTM-011

**MASTER OF ARTS
TOURISM MANAGEMENT (MTM) / MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination, 2019

**MTM-011/MTTM-011 : Tourism Planning and
Development**

Time : 3 Hours]

[Maximum Marks : 100

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

1. As a tourism professional suggest some immediate measures for minimizing the negative socio-cultural impacts of tourism. [20]
2. Write short notes on the following : [10+10=20]
 - (a) Tourism Development and Economic planning.
 - (b) Tourism investment strategy.
3. Discuss the levels and types of Tourism planning. [20]

4. What is tourism plan ? Explain various components of tourism development plan. [20]
5. Discuss the need and importance of monitoring tourism plans for sustainable Tourism Development. [20]
6. "Tourism is a global business activity and requires proper global tourism planning." Elaborate the statement. [20]
7. Discuss the main bottlenecks in the development and promotion of tourism in India. [20]
8. Critically examine the role of Department of Tourism, Government of Indian in developing tourism within the country. [20]
9. What is meant by Regional level planning ? Discuss some of the key elements in regional level tourism planning. [20]
10. Write short notes on the following : [2×10=20]
 - (a) Tourist Resort Development
 - (b) Conventional planning v/s Strategic planning

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