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MTTM-11

**MASTER OF TRAVEL AND TOURISM
MANAGEMENT**

(MTTM)

Term-End Examination

June, 2023

**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 the negative environmental impacts of tourism and suggest immediate measures for minimizing the same. 20
2. Explain the necessity of strengthening cross-sectoral linkages in tourism business to enhance economic benefits of tourism sector. 20
3. What are different levels of tourism planning ? Discuss the various elements of tourism addressed in the national level of tourism planning. 20
4. What do you understand by tourism plan ? Discuss tourism plan formulation using checklist technique. 20

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5. Write short notes on the following : $2 \times 10 = 20$
- (a) Strategic tourism planning
 - (b) International sources of funds for tourism development.
6. What are various bottlenecks in the planned tourism development in our country ? What aspects needs to be considered in national tourism planning to overcome these bottle-necks ? 20
7. Define local level tourism planning. Critically examine the role of local bodies in developing tourism in India. 20
8. "Without involving all stakeholders in the tourism planning process we cannot expect proper tourism planning and development." What role should government and concerned authorities play to ensure better results of tourism planning ? 20
9. Discuss the measures taken by the Ministry of Tourism, Government of India for sustainable tourism development. 20
10. Why is local level planning important at tourism destinations ? Suggest measures in this regard for better results. 20