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MTTM-11

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

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. "Tourism has both positive and negative impacts." Discuss with relevant examples. 20
2. Suggest the short and long-term measures for minimising the negative impacts of tourism on destination. 20

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3. Write short notes on the following : $2 \times 10 = 20$
 - (a) Importance of political stability in tourism planning
 - (b) Role of government in tourism planning
4. Discuss the role of public and private sector in tourism planning. 20
5. Discuss the institutional elements to be surveyed and evaluated in the tourism planning process. 20
6. Define strategic planning. Why is strategic planning necessary in tourism ? 20
7. What do you mean by global level planning ? Discuss the role of UNWTO in sustainable tourism development. 20
8. Discuss briefly the international funding services available for financing tourism projects. 20
9. Define National Tourism Plan (NTP). Discuss the various aspects covered in NTP. 20
10. What do you understand by local level planning ? Explain the requirements for local level tourism planning. 20