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**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM EXAMINATION**  
**SEMESTER-VIII**  
**WEDNESDAY, 22<sup>nd</sup> APRIL 2015**  
**2:30 P.M. TO 4:30 P.M.**  
**UM08EBBT02**  
**DESTINATION PLANNING & MANAGEMENT**

**TOTAL MARKS: 60**

**Note: 1. Figures to the right indicate marks of the questions.**  
**2. Answers should be precise and to the point.**

**Q.1. (A) What is the concept of Tourism Planning? and explain the Importance of planning in Tourism. [15]**

**OR**

**Q.1. (A) What do you mean by the Planning at National, State and Regional level? and explain the Urban and Rural Tourism Planning. [15]**

**Q.2. (A) Explain the Scale of International Tourism Destination Development- Allocentric, Midcentric and Psychocentric destinations. [15]**

**OR**

**Q.2. (A) What are the steps in Tourism planning? And explain about Tourism master plan. [15]**

**Q.3. (A) What is Carrying capacity? and explain factors affecting carrying capacity. [15]**

**OR**

**Q.3. (A) Explain about the Socio-cultural Impacts and Economic Impacts of Tourism. [15]**

**Q.4. (A) What do you mean by Management of Department of Tourism and ITDC? [15]**

**OR**

**Q.4. (A) Explain the following Major Tourism Committees- Sargent and Jha. [15]**

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