

(A-20)

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SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER- VIII

Tuesday, 12th April 2016
2.30 P.M. TO 4.30 P.M.

UM08EBBT02

Destination Planning and 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 Explain the concept and definition of tourism planning and explain the Importance of Planning in tourism. **[15]**

OR

Q.1 What do you mean by National, State and Regional level planning? explain it. **[15]**

Q.2 Explain the goal setting and plan formulation? in detail. **[15]**

OR

Q.2 What do you mean by evaluation of tourism project-& project feasibility? Explain it. **[15]**

Q.3 What do you mean by Environmental Impacts and explain the Environmental Impact Assessment (EIA) **[15]**

OR

Q.3 Explain the following terms: **[15]**
1. Economic Impacts
2. Tourism Multipliers
3. Carrying capacity

Q.4 Explain the role of ITDC and management of department of tourism, in detail. **[15]**

OR

Q.4 Explain about the major tourism committee i.e Sargent and Jha **[15]**
