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SEAT No. _____

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SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
Fourth Year, SEMESTER- VIII
Thursday, 12th April 2018
2.00 pm to 4.00pm
UM08EBBT02
Destination Planning and Management

TOTAL MARKS: 60

Q1 Explain in brief about National Committee on Tourism 15 marks

OR

Q1 Explain in detail about National Tourism Policy and its objectives 15 marks

Q2 What do you understand about Economic Impacts for Sustainable Tourism planning a)Direct b)Indirect c) Tourism Multiplier and d) Leakages 15 marks

OR

Q2 Explain in detail about Environmental Impacts and Environmental Impact Assessment (EIA). 15 marks

Q3 Define Tourism Planning and explain the importance of planning in Tourism 15 marks

OR

Q3 Write Short notes on 15 marks
1) Urban and Rural Tourism Planning
2) Centralized and Decentralized tourism Planning
3) Spatial and integrated Tourism Planning

Q4 Write Short notes on 15 marks
1) Tourism Master Plan
2) Allocentric, Midcentric and Psycho centric destinations
3) Evaluation of Tourism Project

OR

Q4 Explain in detail about the various steps involved in Tourism Planning 15 marks

*****X*****