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M.T.T.M.- 11

Tourism Planning and Development

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**Sample Preview
of the
Solved
Sample Question
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QUESTION PAPER

June – 2023

(Solved)

TOURISM PLANNING AND DEVELOPMENT

M.T.T.M.-11

Time: 3 Hours]

[Maximum Marks: 100

Note: Attempt any five questions. All questions carry equal marks.

Q. 1. Discuss the negative environmental impacts of tourism and suggest immediate measures for minimizing the same.

Ans. Ref.: See Chapter-2, Page No. 15, 'The Impact on Environment' and Page No. 16, 'Impact Migration Measures'.

Q. 2. Explain the necessity of strengthening cross-sectoral linkages in tourism business to enhance economic benefits of tourism sector.

Ans. Ref.: See Chapter-3, Page No. 31, Q. No. 1.

Q. 3. What are different levels of tourism planning? Discuss the various elements of tourism addressed in the national level of tourism planning.

Ans. Ref.: See Chapter-6, Page No. 51, 'Levels and Types of Tourism Planning' and Page No. 52, 'Planning at National Level'.

Q. 4. What do you understand by tourism plan? Discuss tourism plan formulation using checklist technique.

Ans. Ref.: See Chapter-7, Page No. 62, 'The Planning Process' and Chapter-8, Page No. 73, 'Plan Formulation by Checklist Techniques'.

Q. 5. Write short notes on the following:

(a) Strategic tourism planning.

Ans. Ref.: See Chapter-11, Page No. 107, 'Strategic Tourism Planning'.

(b) International sources of funds for tourism development.

Ans. Ref.: See Chapter-12, Page No. 116, 'International Sources of Funds'.

Q. 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?

Ans. Ref.: See Chapter-13, Page No. 129, 'Bottlenecks'.

Q. 7. Define local level tourism planning. Critically examine the role of local bodies in developing tourism in India.

Ans. Ref.: See Chapter-15, Page No. 144, 'Introduction' and 'Importance, Approaches and Issues'.

Q. 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?

Ans. Ref.: See Chapter-4, Page No. 35, 'Rule of Government', Chapter-13, Page No. 123, 'Government's Rule'.

Q. 9. Discuss the measures taken by the Ministry of Tourism, Government of India for sustainable tourism development.

Ans. Sustainable tourism attempts to make a low impact on the environment and local culture, while helping to generate income, employment and the conservation of local ecosystems. It is responsible tourism that is both ecologically and culturally sensitive. Sustainable tourism activities have minimal impact on the environment and culture of the host community. According to the World Tourism Organization, sustainable tourism is tourism that leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems. Sustainable tourism meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-

on component. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination.

The Ministry of Tourism is the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various central government agencies, state governments/UTs and the private sector for the development and promotion of tourism in the country. The ministry is headed by the Union Minister of State for Tourism. It plays a crucial role in coordinating and supplementing the efforts of the State/Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources. The Ministry looks after all policy matters, including: Development Policies, Incentives, External Assistance, Manpower Development, Promotion and Marketing and Investment Facilitation. It also makes planning in co-ordination with other Ministries, Departments, State/UT Governments. It makes standards and guidelines on infrastructure and product development and human resource development. It monitors plan projects and assists in the plan formulation and coordinates the activities of field offices and their

supervision. It also gives approval and classification of hotels and restaurants, travel agents, inbound tour operators and tourist transport operators. During the Golden Jubilee celebrations of India as a Republic, the Ministry made special efforts to publicise the tourism potential of India. The first-ever Indian Tourism Day was celebrated on January 25, 1998. Buddha Mahotsav was organised from 24th October to 8th November, 1998. The Year 1999 was celebrated as Explore India Millennium Year by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organising India Tourism Expo in New Delhi and Khajuraho. The Wong La Millennium was held from April 1999 to January 2001. A special calendar of events has been formulated for highlighting contributions to Millennium events by various places in all the States. An official website of the Ministry of Tourism has also been created for facilitating dissemination of information on tourism.

Also, Ref.: See Chapter-13, Page No. 128, 'National Plan and Sustainable Tourism Development'.

Q. 10. Why is local level planning important at tourism destinations? Suggest measures in this regard for better results.

Ans. Ref.: See Chapter-15, Page No. 144, 'Importance Approaches and Issues' and Page No. 145, 'Requirements for Local Level Planning'. ■■

Sample Preview of The Chapter

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TOURISM PLANNING AND DEVELOPMENT

The Evolution of Tourism Planning

1

INTRODUCTION

Tourism planning is a concept of the growth and the development of tourism industry. The concept of tourism planning is not only defining the strategies which are helpful in the future strategy, but also helpful in giving the way to the people and the industry which are related with the tourism. The tourism is a very difficult in nature in which many kinds of activities are involved. Various kinds of essentials are required in making the strategy for the tourism. It is essential in tourism planning that how we develop the standard for the tourist for the future. The demand of the tourists can be different according to their nature and the requirements. The planning is not only developing the things for the future, but also involve that kind of system in which we make the planning in according to the tourists' requirements. The planning involves that kind of system in which we work to make the things in a manner by which the supply should be according to the demand. If the companies are not able to fulfil the demand of the tourists they can't be able to make the profit. The planning helps us in minimising the gap between the supply and demand. The gap can be filled up with the help of the physical as well as the human resources. Tourism planning is not only related with the tourists or the tourism industry but also leave its impression on each and every part of the society and the culture of the host country. Sometimes very large amount of problem arise due to the tourism aspect. It is very much essential that the development should be done in a kind of manner by which it not affects the host country negatively. The tourism developer should consider all kinds of precautions when they are going for the development of tourism aspects. The proper planned

development can give the large amount of benefit and give growth and development benefit to the people of the host country.

In this chapter we work to describe that what is the role and importance of the tourism planning which is ignored by the people. The developed countries are always work with the planning but the under-developed countries the people are not working for the growth and the development of the tourism industry. The tourism industry is always affected by the changing aspect of the global environment and the new concepts which are coming day after day. It is essential that the organisations as well as the countries should work with the proper planning to attract the foreign tourists towards their countries.

CHAPTER AT A GLANCE

IMPORTANCE OF TOURISM PLANNING

The tourism planning is a very important issue in the present situation of the world. The tourism planning is recognised by the tourism developers in many countries. The planning is developed with the help of all kinds of operations which are involved in the tourism industry. The planning helps the tourism developer in a manner by which they can be able to work for the systematic growth of the tourism industry. In tourism destination planning, the main concerned is related with proper correlation with all kinds of functions involved in the tourism development. It is essential for a particular area that they should have the proper transport, accommodation, and tourist place to attract the tourists. If we have these kinds of facilities at our destination the flow of the tourists can be increased. With the help of these qualities many destinations are earning a large amount of profit. But if we don't have these kinds of facilities for our tourist this

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can affect the whole process of our tourism industry. At the global level most of the countries and the destinations are facing the various kinds of challenges due to the unplanned tourism development. When we make the comparison with the other countries from the West, they are working in a proper planned manner to make the profit and attract the mass crowd towards their destinations. The unplanned tourism can give the negative aspect on our business by which we can go backward. The tourism market is full of competition in which we should require proper strategy. If we not obey the rules and the regulations for the growth then we can come out of the market. When we talk about the Indian tourism business it is also facing the challenges on the global level. The companies which are from the other countries are able to run their business in a proper manner but the domestic Indian companies are not able to implement the policies according to the requirements. Indians have the ideas but they are not able to implement these ideas with the full strength. In India large amount of facilities and opportunities are present for the tourists. To grab these opportunities, you must have a proper planning and strategy for the future. In tourism we not only work to make our system and the strategies effective, but also work to make the proper utilisation of resources. The physical and the human resources should be used in a manner by which the tourist can attract towards destination. Proper planning not only helps in giving the growth and the development but also help in increasing the maximum profit for the people which are involved in this business. Planning is always very important in each and every part of the business and the type of the business. Without proper planning the service as well as the manufacturing industry can't be able to grow with a fast speed. The business always starts with a proper planning and gives a solid base to our business. In tourism industry if we involve the proper planning we can grow and move our business in a proper manner. The planning helps in giving the strength to each and every function of the business. The role of planning in the tourism industry is very much essential because many kinds of industries are coming in the tourism operations and if you are not able to make the attachment with all these other industries like transport, accommodation, food and beverages you can lose the market. So, the proper planning is always needed in the tourism industry. Now we are ready to give you answer of this question that why the tourism planning is important for us.

- The public sector as well as the private sector companies don't know about the sustainable planning of the tourism industry. In the government sector they don't know that how to make the proper plan for the development of the tourism industry. While in the private sector they don't have adequate resources to make the plan for the future. When we talk about the tourism industry most of the activities are totally new concept for most of the companies. It is essential that both private as well as the public sector

organisations should work together for the development of the particular destination. With the help of coordination we can make the proper policies and plan for the tourism industry.

- Tourism industry is very complex in nature in which various sectors are involved. These various sectors work for the proper planning and the growth of the tourism industry. In tourism industry each and every sector is knitted together with the tourism industry and without these sectors we can't be able to give the maximum growth and the profit to the industry. The planning should be done in a manner by which we can say that the equal opportunities are present for each sector. If any sector is not able to make itself equal to the other sector it can harm the complete tourism industry. The development should consider the growth and facilities of the local people present in that particular area. So, for the tourism industry we should make a proper plan according to the requirements.
- The tourism should have these kinds of facilities in which we can provide the best quality of service and the product to our customer. If you are giving the best quality of services to your customers they will automatically attract towards your destination. So, the planning should be done in a manner by which you can give the best services to your customers. The product and the service you are going to provide to your customer should have the proper matching according to the requirements of the people. You should make that kind of plan by which the society as well as the environment should grow in a positive manner. The society is always an important issue for the marketer when they are looking for the development of the tourism industry.
- By the help of the tourism industry the growth and the potential of the country can be affected in a positive manner. The tourism gives the various kinds of benefits to the people of the host country. The economy of the host country can be able to get the high amount of benefit with the help of proper planning. The management of the organisations should work in that kind of manner by which they can help the people in getting the high amount of profit in terms of the tourism business. By the help of proper planning the host country can increase the income of the local people and also be able to increase the flow of foreign currency. But all these things can't be increased without a proper planning system and the strategy. If the government not looks towards the planning process the problem for the tourism industry can also grow and can move it to the negative direction.

- The culture of the local people and the society is always having the most importance. If we are using that kind of business practice which can give the negative impact on the culture of the society, the local people can oppose our business and the practices. It is very much essential that we should make a kind of system through which we can be able to make our system in a manner which can match with the local culture. For that purpose it is essential for us that we should take the permission from the local authority. The planning for that kind of practices is always important and plays an important role for the growth of the society. The programmes and the policies which we are adopting according to the cultural protection programme for the conservation of the historical culture of that particular destination.
- The high amount of facilities can also affect the environment of the host country in a negative direction. The tourism market developer sometime neglects the local environment when they are looking to develop the infrastructure and the facility for the tourists. The planning should be done in a manner by which we should adopt a kind of policy and the strategy in which the growth of that particular area should be done. Various tourism destinations are facing many challenges due to the pollution and exploitation of the companies and the tourists. Sometime the flow of outside people can affect the local area and the environment in a negative direction. In the tourism planning process we all work for the mutual benefit and the growth of the local environment.
- In the present situation the government in each and every part of the world is adopting a kind of process by which the various kinds of external threats of the world not affect the internal situation in the tourism industry. It is a requirement of the time that we should work in a kind of manner by which the affect of the negative points of tourism can be minimised in the local environment and the culture. If we are having the proper planning system in the tourism industry we can make our system and the culture strong. The natural resources of the particular area are also being conserved with the help of the proper planning system.
- The tourism industry is a kind of industry which is affected with changing characteristics of the market and the requirements of the consumer and the tourists. Each and every day the companies are coming with the different kinds of facilities and the characteristics involved in their services to attract the customers. Each and every aspect of the business and the tourism industry is largely affected due to the change in the direction of the business and the requirements of the people. The consumer is the key of success in any kind of business customer satisfaction is the most priority of every company. The customers have the large amount of choices for the particular product and the service. By the help of proper planning system we can make our system to work in a manner by which it can help to deal with any kind of aspect. In planning we work to modify that kind of areas which are badly affected and not capable to grow with a very fast rate. The present environment requires a kind of system in which we should be able to make our people to work in a changing environment. There are various kinds of new techniques and the policies are coming in the market day-by-day. It is essential for us that we should make our system in a manner by which can work to provide the same changing environment to our internal people.
- The planning of the tourism business not only work to modify the system and the structure of the business but also work to provide a kind of system which can be able and work for the future growth of the tourism industry. The planning makes a route map by which we can grow and make our system capable according to the requirements of the people. The planning and the strategy for the future growth and the requirement of the tourism business helpful in making the system strong. It is essential for us that we should work to erase and remove all kinds of hurdles present in the way of tourism industry.
- Human resource is the backbone of every business and the industry. Without proper human resource we can't be able to get success in the market. It is essential for us that the planning in relation with the human resource should be done in a proper manner. The organisations should work to develop their people in a manner by which they can put the challenges to their competitors. It is essential for us that our people should have a kind of capabilities in which they can be able to give the quality of service to their customers. We can arrange the short-term training as well as the seminars for the people by which they can be able to increase their knowledge and skill for the future. We should give the proper practical training to the new people. The planning is very crucial in terms of the manpower. The need and the requirements of the manpower should be in the main priority. Without a proper planning we can't be able to grow our human resource with a very fast rate. So, for the development of the human resource we require a proper planning system.

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- Tourism development is directly or indirectly related with the kind of operations in which our industry is dealing. For the better performance of the organisation it is always required that we should have a proper structure for the consumer. The structure of the organisation is always helpful in giving the proper rules and regulations for the employees working in the organisation. By the help of the organisation structure the relationship in between the employees can be easily described. It is always important for the organisation that we should adopt proper kind of marketing strategies for the promotion of our product and the service. In tourism development we cannot only deal with the planning for the marketing but also describe the rules and regulations of the organisation. In planning process for marketing we should make the plan and the policies related with our future activities related with the marketing. Make all kinds of things in a manner by which our organisation could get the maximum output.
- The proper planning in the tourism process is always helpful in giving the maximum strength to the industry. The balanced growth is the main aim of the planning. At each and every stage and sector can be succeeded by the involvement of planning. India is also using the planning process these days because of the Commonwealth Games. It is very much required that we should use all kinds of efforts put together for the success of the tourism industry in India. By the help of proper planning we can utilise our resources and fund for the maximum utilisation.

In the past we were planning only for the present situation and work with the present situation in the industry. But in these days we plan our strategies and the policies for the future. It is the requirement of the time that we should develop ourselves in a kind of manner by which we can face any kind of future situation. In planning we work for the future and determine all kinds of situations which can be emerged in the future. The planning deals with the opportunities and the threats present in the market. The marketer mainly works for the development of the industry and make the way for the organisation for growth and the development. In these days the tourism planning is not only concentrated with the present market but also work with a full strength to develop the new market for the organisation. The companies are looking to maximise the profit for the future growth and working to develop the new market for the companies. It is essential for the organisations that they should work to retain their market and looking to attract the new customers towards their organisation. It is essential that we should have proper quality in our process by which the customers like to use our service and the product. It is essential for us that we should develop a kind of system by which the organisation should

get the maximum return on the investment. The competition of the market is increasing day-by-day, it is essential that we should develop a kind of quality of service by which the competitiveness should be increased in the market. The organisation should have a kind of system in which the effect of external resources should be minimised. The planning should have the central position in which it can be able to retain the maximum profit for the organisation. The standard of the industry should match with the present resources and the quality at the global platform.

PLANNING DEFINED

Planning is the concept in which we make the ways for the future and minimise the hurdles present in the market and the market situation. It is our responsibility that our plan should match with the essential requirements of the market. The activities done by us today can be fruitful for tomorrow. The planning should follow on the basis of the present data and past data. In the planning concept we mainly work to minimise the tension of the industry. The things and the process which are controlled in today's atmosphere can be fruitful for us to make the plan for the future. Planning is an ongoing process which involves all kinds of activities for the future stabilisations. It is a kind of forecasting process in which we make the plan for the future and expect the things for the future and make the plan according to that requirement. The tourism planning is not only to work with the full force but also work to develop a kind of system which can be helpful in effective utilisation of present resources. It is the responsibility of a manager who is going for the process of the planning should make the plan according to the requirement of time and predict the things in an accurate manner. Planning the tourism is totally based on the concept of the research and the requirements of the tourism. It is very much essential that our tourism planning should be done in a kind of manner by which we can be able to establish the things for the future. The contribution of the planning should be done in a manner by which it can be able to give the maximum growth to society as well as the environment. Due to the global warming the concept related with the environmental conservation is getting so much attention from the people. Planning is to be done in a manner by which we should work to measure the present changes in the business environment and work to deal with all kinds of challenges which come in our growth and the potential. The system should be developed in a proper and efficient manner. Each and every sector of the society should be developed for the growth of the company. The tourism planning is not only helping the tourism industry but also helpful in the social, economic and environmental growth of that particular area. The standard of living of the people can be developed if we are having a proper planning for the tourism sector. Planning can be described in a two way, some time the people or the organisation make that kind of plan by which they can only able to generate the profit but if we are having a proper plan we can be able to make the profit