

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2012

MTM-12 : TOURISM PRODUCTS : DESIGN AND DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. Each question carries equal marks.

1. What do you mean by service sector ? Discuss the characteristics of services. 20
2. Why is market research necessary for tourism product designing? Mention the steps and issues involved in designing a tourism product. 20
3. Discuss the possibilities of developing Indian culture as tourism product. 20
4. Write an essay on eco-tourism market of India. 20
5. Write short notes on the following : 10+10=20
 - (a) Adventure tourism.
 - (b) Tourist behaviour.

6. What do you mean by Due Health Tourism ? 20
Discuss its components and present position of Health Tourism in India
7. Critically analyse the present cruise industry. List 20
the factors which affect the price of a cruise ?
8. How can events and exhibitions be useful for 20
tourism promotion ?
9. What are the problems and challenges associated 20
with Tourist Resort Development in India ?
10. Write short notes on : 10+10=20
(a) Nature based tourism
(b) Ethnic tourism
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