

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

December, 2014

02311

**MTM-12 : TOURISM PRODUCTS : DESIGN AND
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any **five** questions in about 600 words each. All questions carry equal marks.*

1. Discuss the Services Mix with suitable examples from the Tourism Industry. 20
2. What are the guiding principles of destination development ? What are the issues to be considered for developing a destination as a product ? 20
3. What are the factors to be considered while designing and developing SIT products ? Substantiate your answer with the help of suitable examples. 20
4. What do you understand by the term 'Religious Tourism' ? Design a religious tourism product for Buddhist tourists in India. 8+12=20

5. Write short notes on the following : 4×5=20
- (i) Desert safari
 - (ii) Ethnic tourism
 - (iii) Types of events
 - (iv) Beach tourism
6. What is the scope of Adventure Tourism in India ? What are the factors to be considered while designing and positioning adventure tourism products ? 12+8=20
7. Explain with the help of examples how you can convert fairs and festivals into tourism products. 20
8. What are the various types of cruise products available ? Discuss the key marketing techniques used by the cruise industry. 10+10=20
9. What is the relevance of budget category hotels in tourism ? How can they be developed as a tourism product ? 20
10. Write short notes on any *two* of the following : 2×10=20
- (i) Market Research for Tourism Product Designing
 - (ii) Designing eco-tourism products
 - (iii) Health tourism in India