

02384

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

December, 2017

**MTM-012 : 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. As a tourism professional what issues related to tourism product development and designing should be considered by you. 20
2. Discuss the management operations and policies to ensure the attractiveness of the tourist destination. 20
3. What are the characteristics of religious tourism? Highlight the issues and considerations to be followed by planners in designing Religious Tourism products. 20
4. What are the potential resources of Wildlife Tourism in India? Explain the tourist market for Wildlife Tourism. 20

5. Write notes on **any two** of the following : **10x2=20**
- (a) Possibilities of developing Indian Culture as tourism product
 - (b) Factors to be considered in designing SIT
 - (c) Adventure Tourism and its types
6. "Kerala is a famous Health Tourism destination in India". Discuss how it has been developed and positioned as a health tourism destination. **20**
7. How beach and islands can be promoted as tourism products ? Explain with the help of case study of Kovalam beach and Lakshadweep islands. **20**
8. Explain the concept of Ethnic Tourism. How fairs and festivals can be used to promote Ethnic and Rural Tourism in India. **20**
9. "India has a negligible share of rapidly growing cruise tourism market". What marketing strategies would you suggest to tap this growing cruise tourism market ? Also bring out the potential of river cruises in India. **10+10=20**
10. Explain **any two** of the following : **10+10=20**
- (a) Challenges and issues related to developing the products for events
 - (b) Categories of resorts
 - (c) Travel tips for the Cruise customers
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