

**MASTER OF ARTS IN TOURISM  
MANAGEMENT (MTM) / MASTER OF TOURISM  
AND TRAVEL MANAGEMENT (MTTM)**

**Term-End Examination**

**December, 2018**

01374

**MTM-12/MTTM-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. What is a tourism product ? Explain the development issues and considerations involved in designing a tourism product. 20
2. Discuss the different stages in tourist destination designing and management. 20
3. What are the various 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 the following : 10+10=20
- (a) Cruise Tourism in India
  - (b) Tourism Impact on Environment and Ecology
6. Bring out the concept of health tourism and also highlight the potential of health tourism in India. 20
7. How can beaches and islands be promoted as tourism products ? Explain with the help of case studies of Kovalam beach and Lakshadweep islands. 10+10=20
8. Explain the concept of Ethnic Tourism. Discuss its scope in India. 10+10=20
9. What is a resort ? Explain the different categories of resorts. What are the problems and challenges associated with tourist resort development in India ? 5+5+10=20
10. Explain any *two* of the following : 10+10=20
- (a) Challenges and issues related to developing the products for events
  - (b) Types of Cruise Products
  - (c) Levels of Tourism Products
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