

No. of Printed Pages : 3 **MTM-12/MTTM-12**

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

Term-End Examination

June, 2021

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

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1. What is sustainable tourism marketing ? Explain marketing research and why is it necessary for tourism product designing ? 20

2. What are the factors involved in destination designing and management ? Explain with suitable examples. 20
3. Elaborate with suitable examples, the issues and considerations for designing religious tourism product in India. Also suggest measures to overcome the issues highlighted by you. 20
4. Explain the different categories of adventure activity and sports in India. Is market research necessary for designing and developing adventure sports product in India ? Support your answer with suitable examples. 20
5. How would you position health tourism in Indian market ? Discuss by giving suitable examples. 20
6. Explain the features of beach and island tourism. Taking the case of Kovalam, discuss, how beach can be developed as tourism product. 20
7. What are the different types of cruise products ? Explain, how cruise products are priced. 20

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8. Explain different types of events. How would you design event as a product ? Also highlight the challenges and issues related to developing events as product. 20
9. Discuss different types of resorts. Explain the designing and planning of resort in India with suitable examples. 20
10. Describe, how Special Interest Tourism (SIT) can be designed and developed in India. 20