

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

Term-End Examination

February, 2021

**MTM-012/MTTM-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. Describe the concept of services and its characteristics. Highlight the factors which have contributed to the growth of services in India. 20
2. Explain the principles of Destination Development. What are the environmental and socio-economic issues which require special consideration while developing destinations ? 20

3. Describe how cultural diversity of India can be utilized in developing it as a tourism product. Support your answer with relevant examples. 20
4. Discuss the potential resources of ecology and wildlife in India for designing and developing it as a tourism product. Also explain the potential buyers of ecology and wildlife tourism product. 20
5. Discuss the different forms of Health Tourism. Analyse the emerging trends and prospects of Health Tourism in India. 20
6. Explain the features of Beach and Island tourism in India. Explain how beaches and islands of India can be developed as tourism products. 20
7. Discuss the issues and considerations in developing Ethnic and Rural tourism in India. Justify suitable examples. 20
8. Explain the physical layout of a cruise liner. What are the marketing strategies and techniques used by cruise designers and developers ? 20

- 9.** How would you design and develop event as a product ? Are there any issues and challenges in designing and developing event as a product ? Explain with suitable examples. 20
- 10.** Explain different types of Resorts. Discuss the potential resources in India for developing tourist resorts. 20
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