

**MASTER OF ARTS (TOURISM  
MANAGEMENT)**

**Term-End Examination**

**June, 2016**

**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. Explain the issues related to tourism product designing and development to be considered by tourism professionals and why ? 20
2. Discuss the stages in tourist destination designing and its management. 20
3. Explore the possibilities of further developing culture of India as a tourism product. Assess the role of media in creating images of culture of a destination as a tourism product. 20
4. What are the characteristics of religious tourism ? Bring out the issues and considerations for designing religious tourism products in India. 20

5. What are the potential ecological and wildlife resources of India for developing them as tourism products ? Also classify the potential buyers for these types of Niche tourism products. 20
6. Define adventure tourism. Discuss the types of adventure tourism. How hill stations of India can be developed as adventure tourism destinations ? 20
7. Explain the beach and island tourism product. Describe Kovalam as a model beach tourism product. Also highlight the potential threats of tourism in Kovalam. 20
8. List the factors which affect the pricing of a cruise. What tips would you like to give to travelers going on cruise ? 20
9. Explain the types of resorts. What are the problems and challenges associated with tourist resort development in India ? 20
10. Write notes on **any two** of the following : 10+10=20
- (a) Characteristics of Services
  - (b) SIT and its scope
  - (c) Ethnic tourism as tourist product