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**MASTER OF ARTS (TOURISM
MANAGEMENT) / MASTER OF TOURISM AND
TRAVEL MANAGEMENT**
Term-End Examination

June, 2018

**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. Discuss the stages in tourist destination designing and management. 20
2. Define Ethnic and what are its characteristics ? 20
How can Ethnic Tourism be designed as a tourism product.
3. Explore the possibilities of developing culture of India as a tourism product. Assess the role of media in creating images of culture of a destination as 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 that can be developed as tourism products ? Also classify the potential buyers for these tourism products. 20
 6. Define adventure tourism. Discuss the types of adventure tourism. Assess the potential of adventure sports in hill stations of India. 20
 7. Explain the attributes of beach and island tourism products. Also highlight the potential threats of tourism to beach and island tourism. 20
 8. Elucidate the factors which affect the price of a cruise. What tips should be given to travelers going on cruise ? 20
 9. How would you design and develop events as tourism products ? Bring out the challenges and issues related to developing the products for events. 20
 10. Evaluate the significance of services mix for tourism product services. 20
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