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

Term-End Examination

June, 2019

**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. Describe the special characteristics of services.
Explain how services are classified. 20
2. What are the issues related to tourism product
designing ? Discuss. 20
3. "A tourist destination if planned, without
concerns and considerations is bound to fail."
Explain this statement with suitable examples.

20

(A-46) P. T. O.

4. Explain Special Interest Tourism (SIT). Discuss various factors related to the designing of SIT products. 20
5. How is religion and religious philosophies significant for tourism ? Discuss the various considerations while designing religious tourism products in India? 20
6. Elaborate the various types of cruise products. How can India utilize its water resources in developing Cruise Tourism ? 20
7. Explain the potential resources of eco tourism and wildlife tourism in India. Discuss the ecological sustainability in designing ecological and wildlife tourism in India. 20
8. Explain Health Tourism and its forms. Discuss the product mix of health tourism. 20
9. What are the features of Beach and Island Tourism ? Discuss the salient features involved in designing Beach and Island Tourism product. 20

10. What are the different types of Events ? How would you design and develop event products ? Also highlight the issues to be considered while designing event products. 20