

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, 2020

MTM-12/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 concept and characteristics of services. What are the factors promoting the growth of services ?

20

P. T. O.

2. Discuss various product levels. Why is market research necessary for tourism product designing ? 20
3. What are the benefits of developing a place as a tourist destination ? Explain the management operation policies and procedures to be adopted once a site has been developed as a tourism product. 20
4. With the help of suitable example, explain the attributes of Indian culture that are developed as tourism product. 20
5. Discuss the various types of cruise products. Explain the potential of river cruise in India. 20
6. With the help of case study of Lakshadweep island, explain how islands can be developed as tourism products. Also highlight the limitations in designing island products. 20

7. How is religion significant for tourism industry ? Elucidate the issues and considerations for designing religious tourism products. 20
8. Bring out the impacts of tourism on wildlife. Explain, how to develop, design and position wildlife tourism product. 20
9. What are potential resources for water sports in India ? As a tourism professional design, develop and position water sports in India as Adventure Tourism Product. 20
10. "Kerala is a well known health tourism destination." Justify this statement with suitable examples. 20