

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, 2022

**MTM-12/MTTM-12 : TOURISM PRODUCTS :
DESIGN AND DEVELOPMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

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1. Discuss the sustainable approach of marketing the tourism products. Why is this approach important ? 20

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2. Explain the various policies and procedures related to operations of destination or site as a tourism product. 20
3. How do we analyze potential of an area to be promoted as SIT destination ? Explain with suitable examples. 20
4. Discuss the resources for ecology and wildlife in India. How would you design and position wildlife as tourism product ? 20
5. Discuss the evolution and growth of Cruise industry. 20
6. How would you design and position Event as tourism product ? Explain with suitable examples. 20
7. Discuss the various factors which are important in resort designing and planning. Also highlight the problems and challenges associated with designing and development of resort. 20

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8. Explain how market research is helpful in designing and developing adventure sports as product for tourism. 20
9. Discuss the evolutionary stages of religious tourism in Indian societies. What are the various issues and considerations in designing religious tourism products ? 20
10. Write short notes on any *two* of the following :
2 × 10 = 20
- (a) Concept and characteristics of services
 - (b) Growth trend of Indian resort market
 - (c) Culture as a tourism product