

No. of Printed Pages : 2 **MTM-12/MTTM-012**

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

Term-End Examination

June, 2024

**MTM-12/MTTM-012 : TOURISM PRODUCTS :
DESIGN & DEVELOPMENT**

Time : 3 Hours

Maximum Marks : 100

Note : *Attempt any **five** questions in about
600 words each. All questions carry equal
marks.*

1. Explain destination planning and destination analysis.
2. Explain the concept of forecasting in tourism. Discuss the methods used for forecasting in tourism.
3. What is SIT ? Explain the various factors related to the designing of SIT.

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4. Do you think Indian culture can be developed as a tourism product ? Justify your answer with suitable examples.
5. Does India have the potential of developing adventure tourism ? Justify your point. Also, how would you position India as an adventure tourism destination ?
6. Define various forms of Health tourism. Discuss the resources required to develop health tourism.
7. What are the different types of cruise products ? Explain the physical layout of a cruise.
8. What is Ethnic Tourism ? Explain how will you design ethnic tourism product in India ? Elaborate with examples.
9. Explain briefly different categories of tourist resorts. Do you agree that Tourist Resorts are homogenous product ? Explain with suitable examples.
10. How religious tourism has evolved in India ? Discuss the characteristics of Religious tourism.