

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

June, 2015

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. What are the issues associated with the designing and development of tourism products ? Substantiate your answer with suitable examples. **20**
2. Discuss the stages of destination development and management. Substantiate your answer with suitable examples. **20**
3. What do you understand by culture ? What is the scope of cultural tourism ? Explain with the help of suitable examples. **8+12=20**
4. How would you design, develop and position Eco - tourism products ? Explain with the help of examples. **20**
5. Write short notes on the following : **4x5=20**
 - (a) Characteristics of Services
 - (b) Types of events
 - (c) Desert safari
 - (d) Religious tourism

6. What is the linkage between medical, health and wellness tourism ? How will you design a Health Tourism Product ? 6+14=20
7. 'India has the potential of developing beach tourism into a major tourism product'. Comment. Justify your answer with the help of suitable examples. 20
8. What is the meaning of ethnic tourism ? Discuss the potential of ethnic tourism in India. 5+15=20
9. How can you classify resorts ? What are the factors that make resort a homogenous product ? 10+10=20
10. Write short notes on **any two** of the following :
- (a) Characteristics of SIT. 10x2=20
 - (b) Cruise Tourism Products.
 - (c) Designing Eco-Tourism Products.
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