

01056

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any five questions. Each question carries equal marks.*

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1. Enumerate the unique features that makes Tourism a Service Product. 20
2. Define Tourism Products. Explain the marketing considerations for tourism products. 6+14=20
3. Discuss the various stages involved in Tourist Destination Designing and Management. 20
4. What do you understand by Religious tourism ? What are the factors to consider while designing religious tourism products ? 5+15=20
5. Write short notes on *any two* of the following :
  - (a) SIT 10x2=20
  - (b) Ethnic Tourism
  - (c) Events as a tourism product.

6. What do you understand by Eco-Tourism ?  
Design and position an Eco-tourism product for  
India. **5+15=20**
  
  7. What is the scope of Adventure Tourism in  
India ? Discuss the points and destination to  
consider while designing an adventure tourism  
product. **8+12=20**
  
  8. "India is fast emerging as a Major Health and  
Medical Tourism Destination." Comment and  
also discuss the factors to be considered while  
designing a health tourism product. **8+12=20**
  
  9. Write an essay on problems and prospects **20**  
associated with Resort and Resort Management  
in India ?
  
  10. "India has ample scope of developing Beach and  
Island Tourism Destinations". Comment, Also  
design a Beach Tourism product for India. **8+12=20**
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