

MASTER OF ARTS (TOURISM MANAGEMENT)

00022

Term-End Examination

June, 2011

MTM-12 : TOURISM PRODUCTS : DESIGN AND DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by Services Mix ? 20
Explain with examples from Tourism Industry.
2. What are the factors to consider while designing a tourism product ? 20
3. Enumerate the issues to consider, for operating a Destination as a Product. 20
4. Define Religious Tourism. What factors should be addressed while designing a religious tourism product in India ? 5+15=20
5. Write short notes on any two of the following : 10x2=20
 - (a) SIT
 - (b) Culture as a Tourism Product
 - (c) Rural Tourism

6. What is the potential of developing Eco - tourism products in India ? How will you identify the market for Eco - tourism activities ? **10+10=20**

 7. What is the scope of Adventure Tourism in India ? How will you design and develop an adventure tourism product of India ? **8+12=20**

 8. "India has ample scope of developing Beach and Island Tourism Destinations". Comment and design an Island Tourism Product. **20**

 9. Write an essay on potentials and prospects of Cruise Tourism in India. **20**

 10. "India is fast emerging as a Major Health and Medical Tourism Destination". Comment. Discuss the issues to be considered while designing health tourism products. **10+10=20**
-