

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is tourist destination ? What are the guiding principles for developing a tourist destination ? 20
2. What do you understand by religious tourism ? 20  
With the help of suitable example explain what factors should be considered in developing and managing a religious tourism destinations ?
3. India offers a wonderful opportunity of wildlife tourism. Discuss the wildlife tourism resources in India. What types of tourists can be attracted to wildlife tourism ? 20
4. Discuss the different types of adventure sports available in India. For developing an adventure tourism destination what factors should be considered ? 20
5. Goa is a very popular beach tourism destination. Bring out the reasons for its popularity. How should tourism development be sustainable in Goa ? 20

6. What are the reasons for popularity of cruise tourism ? What are the various impacts of cruise tourism ? 20
7. What is a resort ? Give categories of tourist resorts. What type of resorts can be developed in the Himalayas ? 20
8. What is health tourism ? Discuss how Kerala has come up as one of the major health tourism destination. 20
9. How would you distinguish services from products ? Describe the characteristics of services. 10+10
10. (a) How is interpretation a component of tourism product ?
- (b) What are the pull factors for tourist destination ? 10+10
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