

01903

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

December, 2016

**MTM-012 : TOURISM PRODUCTS : DESIGN AND
DEVELOPMENT**

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the various issues in Tourism Product Design development. **20**

2. Enumerate the reasons for development of Tourism destinations. How is destination development different from development of any other product ? **14+6=20**

3. Write short notes on the following in about 150 words each. **5x4=20**
 - (a) Intangible features of services
 - (b) Scope of Health Tourism
 - (c) Factors which affect Tourist Inflow
 - (d) Kotler's five levels of Product development

4. What do you understand by Destination Analysis ? Explain its main objectives outlining the various elements to be analysed. 20
5. How can the culture of India be developed as a Tourism Product ? Enumerate with the help of examples. 20
6. Identify the reasons and potential buyers for Ecology and Wildlife Tourism products. How would you position such products ? 20
7. What do you understand by Events ? Elaborate the challenges and issues related to developing products for Events. 20
8. Write notes on the following in about 300 words each : 10x2=20
 - (a) Various motives of undertaking religious tours.
 - (b) Interpretation as a component of Tourism Product.
9. What are the different categories of Tourists Resorts ? Discuss potential resources for Resort Development in India. 20
10. Taking a particular destination, discuss the main factors which needs to be considered while planning an island/beach tourism product. 20