

**MASTER OF ARTS
(TOURISM MANAGEMENT)/MASTER
OF TOURISM AND TRAVEL
MANAGEMENT
(MTM/MTTM)**

Term-End Examination

December, 2021

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the service mix and its significance to service providers. 20
2. Analyse the importance of market research for tourism product designing. 20
3. What are the factors which have hindered the growth of adventure tourism in India ? Also discuss the future trend and scope of adventure tourism in India. 20
4. What is health tourism ? What are the different types of health tourism and product mix of health tourism ? 20

5. Explain the features of island tourism. What factors are considered in designing an island tourism product ? 20
6. Define ethnic and rural tourism. Highlight the potential of ethnic and rural tourism in India with suitable examples. 20
7. Discuss the marketing techniques for cruise designers and developers. 20
8. Discuss the possibilities of culture being used as a tourism product. Elaborate the role of media in creating images about culture as a tourism product. 20
9. What are the benefits of developing a place as a tourist destination ? What principles should be considered in designing and developing a destination ? 20
10. Write short notes on any **two** of the following : 10+10=20
- (a) Services and their Classification
 - (b) Types of Cruises
 - (c) Developing Special Interest Tourism (SIT)
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