

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(MTTM)**

**Term-End Examination**

**December, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Describe the characteristics of services. What are the factors which have led to the growth of services ?
2. Enumerate the reasons for developing tourism destinations. Discuss the principles of destination development.

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3. You have been entrusted with the responsibility of developing SIT at specific destination. Explain how you will execute this responsibility.
4. How will you develop religious tourism products in India ? Explain with suitable examples. What issues should be considered in successfully designing religious tourism products ?
5. Describe the potential buyers of ecology and wildlife tourism products. Explain the tourist behaviour expected at wildlife tourism products.
6. Describe the market research and analysis done for adventure tourism products. What is the scope of adventure tourism of women in India ?
7. Describe boutique hotels. Highlight the changing perceptions and expectations of Indian market towards boutique hotels.

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8. Explain the types of events. What challenges and issues you will consider while developing the products for events ?
9. How would you design and develop event as product ? Are there any issues and challenges in designing an developing event as product ? Explain with suitable examples.
10. Explain different types of resorts. Discuss the potential resources in India for developing tourist resort.