

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2012

MTM-12 : TOURISM PRODUCTS : DESIGN AND DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

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

1. Define Special Interest Tourism (SIT). Discuss the various factors involved while developing and designing SIT Products. 5+15=20

2. What are the main characteristics of Religious Tourism ? Explain with the help of an example the issues involved in development of a Religious tourism product. 20

3. How would you distinguish Products from Services ? Explain the features of Services Mix. 5+15=20

4. Answer the following in about 150 words each :
 - (a) Scope of Ecotourism 4x5=20
 - (b) Tourism Product
 - (c) Types of Events
 - (d) Adventure Tourism for women.

5. What do you understand by culture ? Discuss the possibility of developing Indian culture as a tourism product. 20
 6. Explain the various categories into which 'Resorts' can be classified. Describe the potential supply resources for Tourist Resorts in India. 20
 7. How would you design an Ethnic tourism product ? Enumerate the issues and consideration to be incorporated while developing Ethnic tourism. 20
 8. Discuss the various types of Cruise products and their key Marketing techniques. 20
 9. Write an essay on Beach and Island tourism with special reference to the Indian tourism context. 20
 10. Define Health Tourism. How would you design and position Indian health tourism products in the World tourism market ? Explain. 20
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