

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2013

MTM-12 : TOURISM PRODUCTS : DESIGN AND DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt *any five* questions in about **600** words each .  
Each question carries *equal* marks.

1. Explain the concept of a Tourist Product. What are the factors to be considered while designing and developing a Tourist Product ? 20
2. Discuss the characteristic features of Services Mix. 20
3. What are the major categories of Adventure Tourism ? Explain the issues which need special consideration while devising and positioning an Adventure Product. 20
4. Write short notes in about **150** words each : 5x4=20
  - (a) Beach tourism
  - (b) Classification of service
  - (c) Types of events
  - (d) Ethnic tourism

5. Who is a Religious tourist ? As a religious product designer and developer, discuss the various considerations you would attempt to address while developing one. 20
6. Identify the type of tourist who would be interested in Eco and wildlife tourism. Explain the future a trends and scope of such forms of tourism. 20
7. Discuss the guiding principles of destination development. Explain the stages in tourist destination designing and management. 20
8. Write notes on **any two** of the following in about 300 words each : 10x2=20
- (a) Cruise Tourism and Typology of Cruise Products
  - (b) Resort Designing and Planning Process
  - (c) Health Tourism in India
9. Discuss the prospect of development of culture as a Tourism Product. Analyse the role of media in its promotion. 20
10. What do you understand by Special Interest Tourism ? Explain the various factors involved while developing and designing SIT products. 20