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**MTTM-12**

**MASTER OF TOURISM AND TRAVEL  
MANAGEMENT (MTTM)**

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any **five** questions in about  
**600** words each.*

(ii) *All questions carry equal marks.*

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1. Define services and explain the characteristics of service. 20
  
2. Write short notes on the following : 5×4=20
  - (a) Product Life Cycle
  - (b) Product Feasibility Study
  - (c) Financial Plans
  - (d) Branding
  
3. What is forecasting ? Discuss the various factors which affect the tourism demand. 20

**P. T. O.**

4. What are the important issues to be addressed during operation of destination or site as a tourism product ? 20
5. Define Special Interest Tourism (SIT). Describe various factors which are important in designing SIT products. 20
6. Discuss the possibilities of developing culture as a tourism product with appropriate examples from India. 20
7. Explain the potential resources of ecology and wildlife for designing and developing tourism product. Also write about the relevant legislations related to ecology and wildlife in India. 20
8. Discuss the process of designing and positioning the adventure tourism product. 20
9. Describe how would you design and position Indian health tourism products for foreign tourists. 20
10. Discuss beach and islands as tourism products. Elucidate your answer with suitable examples from India. 20