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MTM-12

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2010

01379

MTM-12 : TOURISM PRODUCTS : DESIGN AND DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. Each question carry equal marks.

1. 'Services are coming fast' discuss the factors which are responsible for the growth of services in India. 20
2. 'Tourism is a bundle of products'. Why is market research necessary for tourism product designing ? 20
3. Describe the stages involved in Destination Designing and Management. 20
4. "India is a paradise for Special Interest Tourists". Discuss the role of media in this regard. 20
5. Describe the issues and considerations for designing religious tourism products in India. 20

6. Write short notes (100 words each) : 5+5+5+5
- (a) Bandhavgarh National Park
 - (b) Ranthambore National Park
 - (c) Himalayas
 - (d) The Deccan Plateau
7. As a Tourism Professional, how you would devised and position your adventure tourism product ? 20
8. "Health Tourism in India require proper control". 20
Comment and discuss the future trends and scope of health tourism in India.
9. Write a note on Andaman and Lakshdweep as Island tourism products. 20
10. Discuss the basic issues for designing and management of Resorts in India. 20
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