

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2010

01515

MTM-12 : TOURISM PRODUCTS : DESIGN AND DEVELOPMENT

Time : 3 hours

Maximum Marks : 100

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

1. "Services are unique in nature". Discuss the special features of services. 20
2. Describe the tourism product, and their levels with reference to a Hotel. 20
3. Discuss the principles of Destination Development. For managing a destination, what tourism facilities and services you would provide. 20
4. What is the scope of Special Interest Tourism ? Discuss various factors related to the design of SIT. 20
5. "Indian Culture is very rich". Discuss the possibilities of developing Indian Culture as tourism product. 20

6. Write short notes (100 words each) : 5+5+5+5
- (a) Religious Tourism in India.
 - (b) Ecological Sustainability
 - (c) Aerial Adventure in India
 - (d) Land Adventure
7. Write an essay on health tourism in India. 20
8. Discuss the Potential of Ethnic tourism in India. 20
9. "Events are coming fast in India sub continent." 20
Comment and discuss the issues to be considered while designing event products.
10. Discuss the challenges and problems related to Resort development in India. 20
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