

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. Explain the concept and characteristics of services with suitable examples. What are the factors responsible for the growth of services especially in travel and tourism ? **20**

2. Write short notes on **any two** of the following :
 - (a) Interpretation - A Component of Tourism Product **10+10=20**
 - (b) Product Levels
 - (c) Concerns for Destination Planning

3. Define Special Interest Tourism (SIT). Discuss the factors to be considered in designing SIT products. **20**

4. How can India's rich cultural heritage be developed as tourism product ? Explain with suitable examples. **20**

5. With the help of suitable examples explain how would you develop and position ecological and wildlife resources of India as tourism product. 20
 6. Elaborate the various types of cruise products. How can India utilize its water resources in developing Cruise Tourism ? 20
 7. How can adventure tourism products be classified ? What are the various challenges associated with its development in India ? 20
 8. What is the need/requirement of Health Tourism market ? Discuss prospects and issues related to Health Tourism in Kerala. 20
 9. What are the key features of Beach and Island Tourism ? Discuss Lakshadweep as an Island Tourism Product of India. 20
 10. What are different types of Events ? How would you design and develop event products ? Also highlight the issues to be considered while designing event products. 20
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