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MTTM-12

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

Term-End Examination

June, 2025

**MTTM-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 service mix. How does knowledge of the service mix benefit marketing managers ? 20
2. As a tourism professional, identify and explain the problems related to the development of tourism products. Suggest measures to overcome these issues. 20

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3. Discuss the market and potential of Special Interest Tourism (SIT). Explain the various factors related to the designing of SIT. 20
4. How can Indian culture be developed as a tourism product ? Justify your answer with suitable examples. 20
5. Does India have the potential of developing world-class adventure tourism ? Justify your point. Also, how would you position India as an adventure tourism destination ? 20
6. What are the different types of cruise products ? Explain the physical layout of a cruise. 20
7. What is Ethnic Tourism ? Explain how will you design ethnic tourism product in India. 20
8. Explain briefly the different categories of tourist resorts. Do you agree that "Tourist Resorts are a homogeneous product" ? Give reasons for your answer with suitable examples. 20

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9. With the help of the case study of Kovalam beach, explain the core and peripheral attractions of beach tourism. What is the role of peripheral attractions in tourism ? 20
10. Write short notes on any *two* of the following :

2×10=20

- (a) Forecasting in tourism
- (b) Designing the health product
- (c) Designing the events as tourism product

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