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MTTM-12

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

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

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

1. Explain destination planning. How to develop sustainable tourism destinations ? 20

2. Describe the various categories of services.

What factors have contributed to the expansion of services at a destination ? 20

3. Specify the features of culture that can be developed as a tourism product and support your explanation with relevant examples. What factors shall be considered while designing culture as a travel product ? 20

4. Describe the characteristics of religious tourism. Discuss the factors to take into account while creating religious tourist products. 20

5. How will you design and position health tourism products in the tourist market ? Describe using a case study from Kerala as an example. 20

6. Discuss the adventure and sports activities available in India. How will you position adventure tourism product ? 20
7. How can beaches be developed as a product in India ? Explain with the help of the case study of Kovalam. 20
8. How would you design and develop an event as a tourism product ? Explain with suitable examples. 20
9. Define ethnic and rural tourism. Discuss the potential of ethnic and rural tourism in India. 20
10. Describe the various types of resorts. Bring out the challenges and problems in developing a tourist resort. 20

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