

No. of Printed Pages : 3

MTTM-12

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

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. Define Services and explain the concept of Service Mix with suitable examples from the Tourism Industry. 20
2. What do you understand by 'Designing a Destination' ? Discuss the process of destination designing and management. 20

3. What role does Product Life Cycle play in Planning Market strategy ? Substantiate your answers with the help of suitable example from Tourism Industry. 20
4. What do you understand by Special Interest Tourism (SIT) ? What are the steps of designing Special Interest Tourism ? Explain with the help of suitable examples. 20
5. Write short notes on the following in about 150 words each : 4×5=20
 - (i) Beach tourism
 - (ii) White Water Rafting
 - (iii) Sustainable Tourism Practices
 - (iv) Ethnic Tourism
6. What are the factors to consider while designing a religious tourism product in India ? What measures can be taken to overcome challenges in religious tourism development ? 20

[3]

7. Discuss the potential resources for designing and developing wildlife tourism in India. Also identify the type of tourists who would be attracted to wildlife tourism. 20
8. Critically examine the scope and challenges of designing, developing and positioning River Cruises in India. 20
9. What are the different categories of Resorts ? Discuss potential resources for resort development in coastal regions of India. 20
10. Write notes on any *two* of the following in about **300** words each : 2×10=20
 - (a) Designing Fairs and Festivals as a Tourism Product
 - (b) Designing Cuisine as a Tourism Product
 - (c) Designing Islands as a Tourism Product

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