

**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

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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