

No. of Printed Pages : 3

**MTTM-012**

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

**Term-End Examination**

**June, 2026**

**MTTM-012 : TOURISM PRODUCTS : DESIGN  
AND DEVELOPMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Explain the concept and characteristics of services with suitable examples. Also mention the factors responsible for the growth of services, especially in tourism industry. 20

2. Define Product. Explain the development issues to be considered while designing a tourism product with the help of suitable examples. 20
3. Explain the stages in the Tourist Destination Designing and Management with the help of suitable examples. 20
4. 'Cuisines are a potential Cultural Tourism Product of India.' Comment on the statement and support your answer with suitable examples. 20
5. Differentiate between the following in about 150 words each :  $4 \times 5 = 20$ 
  - (i) Religious Tourism and Pilgrimage
  - (ii) Medical and Health Tourism
  - (iii) Resorts and Hotels
  - (iv) Products and Services
6. Discuss the potential resources for designing and developing eco-tourism in India. Also identify the type of tourists who would be interested in eco-tourism. 20

7. What do you understand by Rural Tourism ?  
What is the scope of developing rural tourism in India ? Support your answer with suitable examples. 20
8. Critically examine the cruise industry with reference to the types of cruise products available and reasons for their popularity. Also mention the key marketing techniques used by the cruise industry. 20
9. Discuss the factors that are important in resort designing and planning. Also highlight the problems and challenges associated with the designing and development of a high end resort. 20
10. Write short notes on the following (any *two*)  
about **300** words each . 2×10=20
- (a) Service Mix
  - (b) Special Interest Tourism (SIT)
  - (c) Wellness Tourism in India

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