

GUJARAT TECHNOLOGICAL UNIVERSITY**B. HMCT – SEMESTER – IV • EXAMINATION – SUMMER • 2014****Subject Code: 143305****Date: 05-06-2014****Subject Name: Tourism Product, Design and Development****Time: 10.30 am - 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a) Define Tourism as a Service Industry. 07
(b) Explain objective of Product design. 07
- Q.2 (a) Explain growth trends of Indian resort Market. 07
(b) Define Typology of cruise products. 07
OR
(b) Define Physical lay-out of a cruise. 07
- Q.3 (a) What is health tourism? How to design health product? 07
(b) What are different types of Events? 07
OR
- Q.3 (a) Explain: Development and Positioning of health tourism product in brief. 07
(b) What are challenges and issues related to development of Event? 07
- Q.4 (a) What are the features of Beaches and Island? 07
(b) What are the characteristic of religious tourism products? 07
OR
- Q.4 (a) Explain: Beaches and Island as a Tourist Product. 07
(b) How to design Religious tourism products? 07
- Q.5 (a) Define: Wildlife Tourism. What are Legislation related to wildlife? 07
(b) Explain issues and considerations of Ethnic tourism. 07
OR
- Q.5 (a) What are Objective of Ecology and wildlife Tourism? 07
(b) Explain: Potential of Rural tourism in India. 07
