

GUJARAT TECHNOLOGICAL UNIVERSITY
HMCT – SEMESTER – IV • EXAMINATION – WINTER 2014

Subject Code: 143305**Date: 08/12/2014****Subject Name: Tourism Product, Design and Development****Time: 02:30 pm to 05:00 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) What is the health tourism? **07**
(b) Explain the objectives of health tourism. **07**
- Q.2** (a) How the development & positioning of health tourism can be done? **07**
(b) Write an introduction on religious tourism. **07**
- OR**
- (b) What is the historic perspective of religious tourism product? **07**
- Q.3** (a) Write down the classification of service industries. **07**
(b) How can we develop promotional strategies for tourism product? **07**
- OR**
- Q.3** (a) Write down different types of resorts. **07**
(b) Explain the origin of cruise industry. **07**
- Q.4** (a) Write a note on the present conditions of cruise industry. **07**
(b) What are the different types of events? **07**
- OR**
- Q.4** (a) What is the way of doing marketing for any event? **07**
(b) Give brief introduction about famous beaches and islands. **07**
- Q.5** (a) Write down about a few famous wildlife sanctuaries. **07**
(b) What is rural tourism? **07**
- OR**
- Q.5** (a) What is the scope of rural tourism in India? **07**
(b) How tourism is helpful in growth of economy? **07**
