Seat No.: _____ Enrolment No._____

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

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