Seat No.: _____ Enrolment No._____

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 sancturies.	**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**

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