

**MASTER OF ARTS  
(TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

**MTM-09 : UNDERSTANDING TOURISM  
MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions in about 600 words each.  
All questions carry equal marks.*

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1. What do you understand by Tourism Market ? 20  
How would you profile Tourism Markets ?
2. What is the need of market segmentation in 20  
Tourism ? What are the factors and variables used  
for tourism market segmentation ?
3. Discuss the new and alternative forms of tourism. 20
4. Discuss the tourist profile of Indian Outbound 20  
Travellers. Also mention the possible marketing  
of a Europe Tour to this segment / market.
5. Write short notes on any two : 20
  - (a) Media as a source of information
  - (b) Travel motivators
  - (c) Market Research in Tourism

6. How would you profile the tourism market of South Asia ? How will you market “India as a Destination” in South Asian Countries ? 20
  7. What is meant by “ Root Tourism” ? How would you reach the NRI and PIO tourist market ? 20
  8. Discuss the scope of marketing India as a destination in the Gulf Region. 20
  9. Discuss in detail the internal and external constraints affecting the Indian Tourism Industry. 20
  10. Write short notes on **any two** : 20
    - (a) Importance of Information in Tourism
    - (b) Profiling the Chinese Tourists
    - (c) Travel trends of American Market
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