

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2012

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the nature and the key sources of information for the tourism and hospitality industry. 20

2. Why is it important for a Marketer to study tourists' motivation and tourism trends ? Discuss the various marketing strategies adopted in the tourism Industry. 6+14=20

3. List the different types of emerging tourism activities. Enumerate the basic differences between Market-led and Alternative Tourism Products and their marketing styles. 20

4. Write a detailed note on the potential and dimension of domestic tourism in India. 20

5. Explain the factors responsible for the rapid growth and development of Tourism in the East Pacific Region. 20
6. As an Inbound Tourism Marketer, how would you tap the vast NRI market ? 20
7. Why is tourism regarded as a hard business activity? Discuss the various constraints in marketing India as a world class tourism destination. 20
8. Write notes on the following in about 300 words :
- (a) Market Research 10x2=20
 - (b) Major Source markets for India as a destination.
9. Compare and contrast the Indian outbound and Inbound tourism scenario. 20
10. Discuss the characteristics and tourism trends of the European Markets. 20
-