

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM) / MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)**

Term-End Examination

December, 2018

01544

**MTM-09/MTTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the tourism segments in which Indian markets can serve the tourists in an efficient manner. 20
2. "Information plays an important role in Tourism." Discuss. 20
3. "Market research is the backbone of tourism." Critically examine the statement with special reference to India. 20
4. Discuss the emerging trends of tourism in the changing marketing scenario. 20
5. "Alternative forms of tourism are becoming important." Examine in context to India. 20

6. Write short notes on any *two* of the following : 2×10=20
- (a) Domestic Tourism – Key Issues
 - (b) Domestic Tourism – Importance
 - (c) Domestic Tourism – Expenditure Pattern
 - (d) Domestic Tourism – Important Tourist Generating States
7. “Outbound tourism is gaining importance in India.” Discuss the reasons for the growth of outbound tourism in India. 20
8. Write short notes on any *four* of the following : 4×5=20
- (a) Sri Lanka Tourism Market
 - (b) Thailand Tourism Market
 - (c) Malaysia Tourism Market
 - (d) Japan Tourism Market
 - (e) China Tourism Market
9. Discuss the socio-economic profile of UK tourists visiting India. 20
10. The NRI market is a big source for the inbound market. Describe. 20
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