

No. of Printed Pages : 3 **MTM-9/MTTM-9**

**MASTER OF ARTS (TOURISM
MANAGEMENT) (MTM)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTTM)
Term-End Examination
December, 2020**

**MTM-9/MTTM-9 : 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. Describe the emerging trends in Tourism with special reference to marketing. 20
2. Discuss the importance of information and various sources of information in the tourism business. 20

3. What are the stages of research study ? Discuss with the help of an example related to domestic tourism. 20
4. “Specialized tourism requires specialized marketing.” Discuss the statement. 20
5. Write short notes on the following in about **300** words each : 10×2=20
 - (a) Alternative form of tourism
 - (b) New generation destinations
6. “In the recent past, expenditure pattern of domestic tourist have changed a lot.” As an owner of a three star hotel how would you manage this demand ? 20
7. “Asia Pacific tourism market growth is higher than Europe.” Discuss. 20
8. Write short notes on the following in about **150** words each : 5×4=20
 - (a) Japanese traveller in India
 - (b) Tourist arrival from Europe
 - (c) China a growing market
 - (d) Time share market

[3]

9. Write a note on European market for Indian tourism. 20

10. "India require better hardware and software for the development of tourism." Discuss this statement with reference to infrastructure and manpower development. 20