

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

**Term-End Examination**

**June, 2018**

**MTM-009/MTTM-009 : UNDERSTANDING  
TOURISM MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *Attempt any five (5) questions. All questions carry equal marks.*

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1. As a successful tour operator how would you manage with the challenging situation related to market sensitivity. Give examples. 20
2. "For understanding tourism market a strong research data base is required". Explain with the help of examples. 20
3. Switzerland, South Africa, Singapore and Italy are famous for different tourism products, as a outbound tour operator, how would you sell these destinations to the Indian tourists ? 20
4. "The domestic tourism market in India is growing in a rapid manner, it is important to know the profile of these tourists and approach the segments accordingly". Comment. 20

5. "The Niche tourism is becoming popular day by day and it is required to have specific strategies to attract niche tourists". Discuss. 20
6. Discuss the profile of outbound tourist visiting Europe and Gulf. What are the touristic preferences ? 20
7. Discuss any two of the following as a tourist destination : 10x2=20
- (a) Dubai
  - (b) Bangkok
  - (c) Malaysia
  - (d) Singapore
8. "Punjab, Gujarat and Kerala have strong potential of tourism and NRIs can play an important role for the promotion of Indian tourism." Comment. 20
9. Discuss the market constraints for the development of tourism in India. How can we overcome these challenges ? 20
10. How can the market research be useful for understanding the tourism markets both for buyers and sellers ? Give appropriate examples. 20
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