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MTM-009/MTTM-009

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

**Term-End Examination, 2019**

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

**Time : 3 Hours]**

**[Maximum Marks : 100**

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

1. Describe the tourism Market with special reference to India. [20]
2. Information source is very important for Decisions. How it is important in Tourism Business ? Elaborate with relevant examples. [20]
3. Discuss the steps involved in Tourism Market research. [20]
4. "Motivation for travel is an important area to be examined by a Travel agency." Discuss. [20]

5. Write short notes on **any two** of the following : [10×2=20]
- (i) Time Share
  - (ii) Travel motivators
  - (iii) Alternate forms of Tourism
  - (iv) Domestic Tourism
6. Write short notes on **any two** of the following : [10×2=20]
- (a) Sri Lanka Tourism Market
  - (b) Japan Tourism Market
  - (c) China Tourism Market
  - (d) UK Tourism Market
7. Describe the profile of US tourist visiting India. [20]
8. Discuss the changing scenario of Indian tourism. [20]
9. "Asia Pacific tourism market has great potential."  
Describe. [20]
10. Discuss the profile of Indian outbound tourists. [20]

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