MASTER OF ARTS

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

Term-End Examination

MTM-009/MTTM-009 : 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. Elaborate the various types of information which should be generated to enable effective tourism marketing decision making.   20

2. What is the purpose of market segmentation in tourism marketing? Differentiate between segmentation done based on psychographic and behavioural grounds.   20

3. Define Market-led tourism and Alternative forms of tourism and enumerate basic differences in their marketing.   20

4. Highlight the importance of domestic tourism in India. Suggest ways how this sector can be developed further.   20

5. Explain common data collection method used in market research. 20

6. Discuss the characteristics of Japanese outbound travelers and accordingly suggest ways how inbound marketers in India can target them. 20

7. Considering that India and the UK have some common history, discuss the potential of JK as an inbound source market for India. 20

8. Prepare a 10 day itineary for People of India Origin (PIO) living in Europe visiting India for the first time. 20

9. What are the various constraints which impact marketing of India as an international tourism destination and how can these constraints be addressed. 20

10. Write short notes on the following in about 150 words each. 5×4=20

    (a) Tourism Generating markets

    (b) Destination specific travel motivators

    (c) Impact of technology on tourism marketing

    (d) Difference between NRI and PIO.

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