

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

**Term-End Examination**

**June, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is Market Research ? Describe the scope of Market Research as well as the stages in the marketing research process. 20
  
2. Define Motivation and explain its various types. Why is it important for managers/authorities in tourism industry to understand tourist motivation and other emerging tourism trends ? 20
  
3. What is Market Segmentation and why is it important in tourism ? Discuss the various approaches employed in the tourism industry to identify market segments. 20

4. Trace the evolution of domestic tourism in India. Outline reasons why India has a huge potential for domestic tourism development. 20
  5. Give an overview of the Indian outbound tourism scenario. 20
  6. Name the countries in the South Asia region. Discuss the potential of the region both as a tourist generating region as well as a tourist receiving region for India. 20
  7. Write notes on the following in about 300 words each :  $2 \times 10 = 20$ 
    - (a) Motivating factors of Japanese tourists
    - (b) Marketing strategies India can adopt after COVID-19
  8. “United Kingdom is an important tourist generating market for India.” Examine this statement, through a SWOT analysis. 20
  9. Differentiate between the NRIs and PIOs. Why and how should India target these potential tourist markets ? 20
  10. Choosing any foreign tourism destination of your choice, prepare a 10-day outbound trip itinerary from India for a family of 4 (two kids, 8 and 10 years respectively). 20
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