

**MASTER OF ARTS  
(TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2015**

**MTM-09 : UNDERSTANDING TOURISM  
MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions :*

1. What are the major challenges being faced by the tourism industry in India ? How these challenges affect the tourism industry ? Also suggest measures to overcome these challenges. 20
2. Middle East and Gulf is a very promising market for Indian tour operator. Explain. 20
3. What are the major tourist generating markets for Buddhist circuit in India ? What facilities are being provided to the tourists visiting the Buddhist circuit ? 20
4. What is market segmentation ? Discuss the basis on which tourism market can be segmented. 20
5. Differentiate between domestic tourism and international tourism. Discuss the potential of domestic tourism in India. 20

6. "Successful marketing is dependent on knowing the customer and understanding the market". 20  
Explain the statement with suitable examples in relevance to tourism industry.
7. A tourist from Germany wants to visit the Golden Triangle of India. Enlist the information that would be provided by travel agent to facilitate his travel to Golden Triangle. 20
8. Write notes on the following : 5x4=20  
(a) Market-led tourism  
(b) Forecasting in tourism  
(c) Role of technology in tourism  
(d) Importance of information in tourism
9. What is market research ? Discuss the various types of research methodologies used in tourism. 20
10. Discuss the potential of tourism in South Asia. 20
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