

00536

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

December, 2011

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions in about **600** words each.

1. Define Market Research. What are the different Research Methodologies ? **20**
2. What do you understand by Travel Motivators ? **20**
Discuss in detail the different travel motivations.
3. Write short notes on *any two* of the following in about **300** words each : **10x2=20**
 - (a) Sources of Information
 - (b) Time Share Market
 - (c) Middle East Inbound Tourists Market
4. Define Segmentation in Tourism. Discuss the various Targeting Approaches in tourism. **20**

5. Who are the NRI and PIO ? Discuss why the NRI market is an important segment for Inbound tourism. 20
6. What are the differences between Marketing of Market Led and Alternative Tourism ? How has technology affected each of these tourism markets ? 20
7. What do you understand by domestic tourism ? Discuss various infrastructure required for development of domestic tourism. 20
8. Discuss in detail some of the most popular outbound tourist destinations for Indian tourists. 20
9. Discuss the factors responsible for the rapid growth and development of the tourism industry in the Asia Pacific region. 20
10. What are the characteristics of the outbound tourist markets of UK ? Discuss the profile of British tourist visiting India. 20
