

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2009

02847

MTM-9 : UNDERSTANDING TOURISM MARKETS

Time : 3 hours

Maximum Marks : 100

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

1. Define tourism markets. How do you segment international tourism markets ? 20
2. How do you seek information about tourism markets ? Answer with examples. 20
3. Define travel motivators. Do they play any role in destination choice ? Give examples. 20
4. Why is it essential to study consumer behaviour ? Is such a study helpful in designing tourism products ? 20
5. Write short notes on *any two* of the following in about **300** words each : 20
 - (a) Motivation and trends in Tourism
 - (b) Market positioning
 - (c) Alternate markets

6. Profile the UK tourist market for India. 20
7. Discuss the various components of market research in tourism. 20
8. Are the NRI's a good market for Indian tourism industry ? Discuss. 20
9. Discuss the profile of outbound tourism from India. 20
10. What efforts can be made to enlarge India's share South East Asian Tourism Markets ? 20

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