

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

02291

December, 2014

MTM-9 : UNDERSTANDING TOURISM MARKETS

Time : 3 hours

Maximum Marks : 100

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

1. Enlist the top ten countries from where India receives the tourists. Also highlight the important features of the tourism generating markets for India. 20
2. What is domestic tourism ? How is domestic tourism important for India ? Highlight the important features of domestic tourism in India. 20
3. A tourist from USA wants to visit the Golden Triangle of India. As a travel agent, what information shall you provide so that the trip of this tourist to the Golden Triangle is satisfactory ? 20
4. Describe what information should be provided in a brochure of a tour operator offering tour packages for Goa. 20
5. Write an essay on travel motivators and their importance to tourism industry managers. 20

6. (a) Describe the new tourism products of India.
(b) How has technology affected tourism ?
Discuss. 10+10=20
7. What do you understand by Outbound tourism ?
Describe the potential of Indian Outbound
Market. 20
8. Discuss the potential of tourism in South Asia. 20
9. What are the major challenges being faced by the
Indian tourism industry ? Suggest measures to
overcome these challenges. 20
10. What is Market Research ? Explain the purpose
of market research in tourism with suitable
examples. 20
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