

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

Term-End Examination

December, 2017

**MTM-009/MTTM-009 : UNDERSTANDING
TOURISM MARKETS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five (5) questions. All question carry equal marks.

1. Discuss the Emerging Trends in Tourism. How does it affect the tourism inbound markets. 20
2. "In the recent past, South East Asia and Europe has become an important hub for Indian tourists". Discuss the various reasons for these trends. 20
3. How does the study of tourist behaviour help in market segmentation, targeting and positioning of Indian Tourism to the global tourists ? 20
4. What are the various forms of Alternate tourism ? Discuss the key source markets for this form of tourism. 20
5. 'India has a vast domestic tourism market, it's unfortunate that it is not encashed', critically examine the statement. 20

6. Discuss the five Indian outbound markets and their important tourist attractions. 20
7. Write short notes (Any four) : 5x4=20
- (a) Tourism in Dubai
 - (b) Tourism in Abudhabi
 - (c) Tourism in Italy
 - (d) Tourism in Malaysia
 - (e) Tourism in Bangkok
8. United Kingdom is an important source market for India, discuss the profile of British tourists visiting India. 20
9. How can we market India in an effective manner with American tourists ? Give suggestions . 20
10. How can we convert NRI's into tourists under VFR category ? Support your answer with suitable examples. 20
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