

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

**Term-End Examination**

**June, 2021**

**MTM-09/MTTM-09 : UNDERSTANDING  
TOURISM MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. “In the recent past there is a change in trends of tourist arrival and tourist markets.” Comment. 20
2. “Information is the backbone of tourism business.” Discuss this statement in the light of changing business environment. 20
3. Discuss the different types of research methods with the help of examples applicable in the tourism business. 20
4. “In the changing global scenario, tourism marketing is also changing.” Discuss with special reference to South Asia. 20

5. Discuss the different types of tourism market segmentation. As a tour operator, how would you target the segment with specific tourism product ? 20
6. “India has a huge domestic tourism market.” As a wedding planner, how can you formulate the strategies for wedding tourism ? 20
7. Discuss the profile of outbound tourists from India. Also mention the reasons and names of popular destinations. 20
8. Write short notes on any **two** of the following in about 300 words each :  $2 \times 10 = 20$
- (a) Japanese travellers in India
  - (b) Economy and travel
  - (c) China — a growing market
9. Gulf and Middle East markets can be a major source of tourism for India. Discuss. 20
10. NRI market can be explored for the growth of Indian tourism. Discuss your opinion and possible strategies. 20
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