

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

Term-End Examination

December, 2021

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

Time : 3 hours

Maximum Marks : 100

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

1. Outline the importance of 'information on tourism' for a marketing professional. Explain the various sources of tourism information. 20
2. Explain briefly the different types of Market Research Methodologies with the help of relevant examples. 20
3. Describe major factors for segmenting tourism markets. 20
4. Discuss with the help of suitable examples the alternative forms of tourism and how these can be marketed effectively. 20

5. Give an account of the characteristics of the Asia and Pacific tourism markets. 20
6. What is the significance of domestic tourism development in a country like India ? Discuss the infrastructural development required for domestic tourism. 20
7. Write short notes on the following in about 150 words each : $4 \times 5 = 20$
- (a) Difference between Inbound and Outbound Tourism
 - (b) Purpose of Market Research
 - (c) Types of Travel Motivators
 - (d) Time Share Market Concept
8. Give a brief profile of any five countries in the Gulf and the Middle East region as tourism markets. Why is this region important for Indian tourism and how can India be marketed as a tourism destination to tourists in this region ? 20
9. Choosing any tourist circuit of your choice, prepare a 10-day inbound trip itinerary to India for a group of 4 friends from the USA. (Age group : 25 – 28 years) 20
10. Give an overview of Indian tourism in the global context. Explain the various internal and external constraints that affect the marketing of India as a tourism destination. 20
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