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MTTM-09

**MASTER OF TOURISM AND TRAVEL
MANAGEMENTT**

(MTM/MTTM)

Term-End Examination

December, 2023

**MTTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the importance of domestic tourism market for the development of economy. 20
2. Comment on “tourism information system and marketing”. 20
3. “Market research is the backbone of tourism market.” Discuss. 20

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4. Discuss the emerging trends of tourism markets globally. 20
5. Describe the basis of market segmentation in tourism markets. 20
6. Discuss the methods of tourism forecast. 20
7. “India has a potential to serve all kind of tourist.” Discuss with special reference to domestic tourists. 20
8. “Post-Covid-19 has boosted domestic tourism market.” Comment. 20
9. Write an essay on South Asia Tourism Outbound Market. 20
10. “In near future Indian outbound market would again come up.” Comment. 20