

MASTER OF ARTS
(TOURISM MANAGEMENT)

Term-End Examination

June, 2013

MTM-09 : 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. Define Market Research and its purpose in Tourism Sector. Discuss the survey methodologies in Market Research. 20
2. Why do we need to segment tourist markets ? Discuss the various factors considered for segmenting tourism markets. 20
3. Write an essay on the potential and dimensions of the present status of Indian Domestic tourism. 20
4. List the different types of emerging tourism activities. Enumerate the basic differences between Market - led and Alternative tourism products and their marketing styles. 20

5. Evaluate India as a tourist destination in terms of its potential and liabilities. How would you market India globally as an incredible destination ? **20**
6. Discuss the characteristics of Japanese and Chinese outbound tourist market. **20**
7. Write notes on the following in about **300** words each. **10x2=20**
- (a) Sources of Information for the Tourism and Hospitality sector
 - (b) Tourist motivation
8. Discuss in detail the existing status of Indian outbound Tourism. **20**
9. Identify the reasons why NRI's constitute a major source market for Indian tourism. As the Marketing Manager of a Tour Operation Company, what are the various issue which you would address while targeting them. **20**
10. Explain the following in about **300** words each :
- (a) Constraints in Tourism destination marketing. **10x2=20**
 - (b) Major Source markets for India.
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