

**K-26**

**834**

**MTM-09**

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2014**

**MTM-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. What is the importance of information in Tourism ? What are the sources of information available to tourists ? 20
2. What is market research ? What is the purpose and application of market research in Tourism ? 20
3. What is meant by market segmentation ? What are the various segmentation theories ? What are the variables used for segmenting the tourism markets ? 20
4. Discuss in detail the evolution, significance and dimensions of Domestic Tourism. Also mention the key issues associated with domestic tourism. 20
5. Write short notes on any *two* of the following :
  - (a) Tourism Markets
  - (b) Travel Motivators
  - (c) Profiling the Indian outbound Tourists. 20

MTM-09

Turn Over

**K-26**

6. What are the special features of the East Asia Pacific Tourism Market ? How does these special features affect the OBT of the region ? 20
7. Discuss in detail the importance of Europe as a tourist generating market for India. 20
8. How would you profile the tourists travelling from U.S.A. ? What are tourist trends of the American Market ? 20
9. Discuss in detail the internal and external constraints affecting the tourism Industry. 20
10. Write short notes on any *two* of the following :
  - (a) Alternative forms of tourism
  - (b) Profiling the Japanese outbound tourist
  - (c) NRI and PIO as Indian Inbound tourism generating market. 20