

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2016

**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. Write an essay on features of tourism markets for India. 20
2. What are the various sources of information about a tourist destination ? How is this information relevant for tourists ? 20
3. Describe different areas where tourism research is required. Also explain the importance of multi-segment research. 20
4. "India is yet to fully tap the East Asian and Pacific region tourist markets." Comment. 20

5. What are the various marketing trends and how are they utilised in the tourism industry ? 20
6. What is time share market ? How has the same become a global product ? 20
7. Write short notes on the following : 10+10=20
- (a) Purpose of Market Research
 - (b) Survey Methodologies
8. Give a profile of South Asian inbound tourists to India. 20
9. Write an essay on alternative forms of tourism. 20
10. Write short notes on the following : 10+10=20
- (a) Structure of domestic tourism
 - (b) Expenditure pattern of domestic tourists
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