MASTER OF TOURISM AND TRAVEL MANAGEMENT/MASTER OF ARTS (TOURISM MANAGEMENT) (MTTM/MTM)
Term-End Examination
June, 2023

MTTM-9/MTM-9 : UNDERSTANDING TOURISM MARKET

Time : 3 Hours   *Maximum Marks : 100*

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

1. Discuss the key sources of tourism information and the areas of information generation relevant to travel agency and tour operation business.   20

2. Write notes on the following in about **300** words each :   10+10

    (a) Quantitative Research Methods

    (b) Qualitative Research Methods

3. Discuss with relevant examples the significance of acquiring knowledge of travel motivators and travel trends by a tourism marketer.   20

4. What is the purpose of market segmentation in tourism marketing ? Elaborate major tourism market segmentation factors.   20

5. Compare and contrast the various existing and potential inbound and outbound tourism market of India.   20

6. Discuss the characteristic features of American and Japanese outbound tourists. Suggest suitable marketing strategies for attracting them to India.   20

7. How significant is the concept of root tourism in increasing inbound tourism to India ? Elucidate with suitable examples while suggesting strategies to target the Diaspora group.   20

8. Give an overview of India as an international tourism destination.   20

9. Write short notes on the following in about **150** words each : 5 each

   (a) Stages of research process

   (b) Time share market

   (c) Alternative forms of tourism

   (d) Technology and tourism marketing

10. Discuss why domestic tourism is the backbone of the Indian tourism industry. 20