

01079

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2010**

**MTM-09 : UNDERSTANDING TOURISM  
MARKETS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions carry equal marks.*

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1. What is meant by Tourism Markets ? Discuss the importance of Intra Regional & Inter regional tourism flow in Indian Tourism Market. 5+15=20
  
2. Enumerate the various sources of information available in the tourism industry. 20
  
3. What are the various market segmentation theories ? Why do we need to segment markets ? Answer with suitable examples from tourism industry. 10+10=20
  
4. Write a detailed note on the emergence of Indian Outbound Tourism Market. 20

5. Do you agree that East - Asia Pacific is a major tourism generating market for India ? Explain with suitable examples. 20
6. Discuss the characteristics and tourism trends of the European Markets. 20
7. Explain with examples the market constraints in developing Indian Tourism Industry. 20
8. What do you understand by market - led and alternative forms of tourism products ? How can we market these products internationally ? 10+10=20
9. What do you understand by market research ? Discuss the importance of Market Research in Tourism Industry with examples. 05+15=20
10. Write short notes on *any two* of the following in about 300 words : 10x2=20
- (i) Travel Motivators
  - (ii) Role of NRI & PIO's in Indian Tourism Industry.
  - (iii) Characteristics of UK outbound travel to India.
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