

00387

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2011

**MTM-09 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. Marks are indicated against the question.*

1. What is the importance of information in Tourism ?
Discuss the role of media, with examples, as a source of information. **8+12=20**

2. What is the role of market research in Tourism Industry ? Also mention the various research methodologies used in market research. **8+12=20**

3. What do you understand by new markets in Tourism ? How would you identify these new markets and market India as a destination ? **6+14=20**

4. Write a detailed note on Domestic Tourism in India. **20**

5. Discuss the characteristics of the South Asian Outbound Tourism Market. 20
6. Discuss the characteristics and tourism trends of the European Nations. 20
7. Based on the tourist's profile of the Gulf and the middle Eastern nations ; as a marketing manager how would you market India as a destination in these nations ? Discuss. 20
8. Enumerate the factors that influence the market segmentation in Tourism Industry. 20
9. Explain with examples the market constraints in developing Indian Tourism Industry. 20
10. Write short notes on *any two* of the following in about **300** words : **10x2=20**
 - (a) Travel Motivators
 - (b) Characteristics of Japan outbound market
 - (c) Characteristics of US outbound market
