

No. of Printed Pages : 3

MTTM-9

**MASTER OF TOURISM AND TRAVEL
MANAGEMENT (MTTM)**

Term-End Examination

December, 2024

MTTM-9 : 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. Discuss the various factors which determine the flow of tourists. 20
2. “Collecting and possessing information is vital for a successful career in tourism.” Justify this statement, citing appropriate examples. 20
3. What is marketing research ? Describe the stages involved in a marketing research process. 20
4. Write a detailed note on travel motivators. 20

5. Define market segmentation. Elaborate the various types of questions that need to be addressed while attempting to segment the tourism market. 20
6. What is the significance of domestic tourism development in a country like India ? Discuss the infrastructural development required for domestic tourism. 20
7. Write short notes on the following in about 150 words each : 5×4=20
- (a) Difference between Qualitative and Quantitative Research Methodologies
 - (b) Price as a basis for market segmentation
 - (c) Market-led tourism
 - (d) Identify the countries in South Asia region
8. Why is the Gulf and Middle East region an important tourism market for India ? Suggest strategies to increase the inflow of tourist to India from this region. 20

9. Describe the characteristics of Japanese tourist behaviour. Based on these characteristics, prepare a 7 day itinerary to India for a group of 10 Japanese senior citizens. 20
10. Why tourism is considered a hard business activity ? Explain the various internal and external constraints that affect the marketing of India as a tourism destination. 20

x x x x x x x