

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

Term-End Examination

June, 2026

**MTTM-009 : UNDERSTANDING TOURISM
MARKETS**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. Discuss the important steps involved in the process of market research. 20
2. Discuss the role of advertisement in the image building of a destination and as a tool to motivate tourist to visit a particular destination. 20
3. Discuss the basis of tourism market segmentation. 20

[2]

4. “Domestic tourism has come up during Covid-19 Pandemic period.” Comment on this statement. 20
5. Discuss the emerging trends in Outbound tourism from India. 20
6. Write small notes on tourism in (any *two*) : 2×10=20
 - (a) Singapore
 - (b) Malaysia
 - (c) Thailand
 - (d) Dubai
7. What are the upcoming trends in tourism after Covid-19 pandemic opening up of international travel ? 20
8. “UK and US market are important for Indian inbound tourism.” Comment. 20
9. “NRI is a big potential source for inbound tourism.” Discuss. 20
10. Prepare *five* days tour itinerary to visit Sri Lanka from India. 20

× × × × ×