

**MASTER OF TOURISM AND  
TRAVEL MANAGEMENT (MTTM)  
Term-End Examination  
June, 2025**

**MTTM-9 : UNDERSTANDING TOURISM  
MARKETS**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Explain the various sources of information  
for tourism professionals. 20
2. What are the advantages of segmenting  
tourism markets ? Explain psychographic  
segmentation and behavioural segmentation  
of tourism markets. 20

3. Compare and contrast the domestic tourism and international tourism scenario of India. 20
4. Discuss the case of China as a growing tourism market in the world. 20
5. Evaluate India as a tourism destination in terms of its strengths, weaknesses, opportunities and threats. 20
6. Given the historical connection between U.K. and India, discuss the connections that exist between the two countries. Suggest strategies how this connection can be further enhanced to increase the inflow of U.K. tourists to India. 20
7. Write short notes on the following in about 150 words each :  $5 \times 4 = 20$
- (a) Difference between destination-specific and non-destination-specific travel motivators

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- (b) Purpose of market research
  - (c) Indian outbound tourism market
  - (d) Time Share Market concept
8. Explain why the NRI and PIO market is an important segment for inbound tourism to India and how it can be further enhanced. 20
9. Why is it important to study behaviour of consumer in tourism ? Discuss areas/issues that need to be addressed to understand consumer behaviour. 20
10. Take any destination of your choice and discuss the relationship between travel motivators and tourism marketing. 20

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