

## TS-6: TOURISM MARKETING (TUTOR MARKED ASSIGNMENT)

Course Code: TS-6

Programme: BHM

Total Mark: 100

Assignment Code: TS-6/TMA/2020-21

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**Note:** This TMA consists of **ten questions**, out of which you have to **answer any five**. The questions carry **20 marks each** and should be answered in about **600 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. What do you understand by 'marketing'? Explain why marketing of tourism products is different from marketing of products of other industries. 20
2. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade 20
3. Elaborate the role of public and private sectors in the development of tourism. 20
4. Write short notes on the following in about 150 words each: (5X4=20)
  - a) Geographical segmentation
  - b) International Tourism
  - c) Purpose of marketing Research
  - d) Responsible Tourism
5. Discuss the relevance of People, Process and Physical Evidence as the 5<sup>th</sup> P of Marketing Mix in tourism. 20
6. Explain the various types of Distribution channels. What are the important factors to be considered while selecting a distribution channel? 20
7. Identify and explain the various factors which contribute towards seasonality in tourism. Suggest measures to combat the seasonality issues in tourism. 20
8. As the Marketing Manager of a newly established mid-size hotel in a metropolitan city, how would you market the hotel? 20
9. Differentiate between Supplementary and Alternative types of accommodation. Explain various considerations that should be kept in mind while establishing and marketing alternative accommodations. 20
10. Explain the various features of airlines marketing. What are the benefits of having an appropriate Marketing plan for airlines business? 20