TS-6: TOURISM MARKETING (TUTOR MARKED ASSIGNMENT)

Course Code: TS-6   **Programme: BHM**
Total Mark: 100   **Assignment Code: TS-6/TMA/2020**

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.

1. Explain the terms 'marketing' and 'marketing organisations'? Discuss various possible job positions and job descriptions in a full scale marketing department.   20

2. What are the major variables for segmenting tourism markets? Explain any three variables citing appropriate examples.   20

3. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade.   20

4. Write short notes on the following in about 150 words each: (5x4-20)
   a) Purpose of Market Research
   b) Market Surveys
   c) Application of Forecasting in tourism
   d) Role of technology in tourism marketing

5. Why should the local bodies have a say in tourism development? What role can the local bodies play in tourism marketing?   20

6. Write notes on the following in about 300 words each: (10x2=20)
   a) NGO's intervention in tourism
   b) Role of Travel Marts in tourism promotion

7. Discuss the relevance and application of the Fifth P in Tourism Marketing.   20

8. Discuss how regions, cities and leisure spots can be marketing as tourism products.   20

9. How should India market its local food to the tourists?   20

10. What are the characteristics of Accommodation Marketing? List challenges that Star category hotels may face in marketing and suggest steps to overcome them.   20