

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

Course Code: TS-6
Total Mark: 100

Programme: BHM
Assignment Code: TS-6/TMA/2018-19

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

Send your TMA to the Coordinator of your Study Centre.

1. How is Marketing different from Selling? Discuss the characteristics features of tourism marketing. 20
2. What purposes does a Marketing Plan serve? Explain with examples the issues to be addressed while devising a Marketing Plan for a tourism destination. 20
3. What do you understand by Market segmentation? How will you segment the inbound tourist market of India? 20
4. Outline 10 possible purposes/scenarios for which market research in tourism are/can be conducted. Explain aspects to be taken care of while preparing a questionnaire. 20
5. Elaborate various ways tourism enterprises can analyse their competitors. 20
6. Why is forecasting for tourism important? Discuss different methods of forecasting. 20
7. Explain in detail the concept of socially responsible marketing and its relevance in tourism sector. Cite appropriate examples to substantiate your answer. 20
8. What do you understand by Tourism Marketing Mix? Which do you think is the most important Marketing mix element and why? 20
9. Explain with suitable examples how Tour Operation businesses market their products and services? 20
10. Write notes on the following on about 300 words each 10X2 = 20
 - a) Familiarization tours
 - b) Characteristics of Airlines marketing