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

**Course Code: TS-6**  
**Total Mark: 100**

**Programme: BTS**  
**Assignment Code: TS-6/TMA/2022**

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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 each. Send your TMA to the Coordinator of your Study Centre.**

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1. Give an account of the evolution of Marketing. Why is marketing important in tourism? 20
2. Discuss giving suitable examples the application of the market segmentation concept in tourism. 20
3. Elaborate the steps of conducting a Marketing Research. 20
4. Write short notes on the following in about 150 words each: (5x4=20)
  - a) Forecasting in Tourism
  - b) Familiarisation tours
  - c) Questionnaire
  - d) Socially Responsible Marketing
5. Write a detailed note on the Marketing Mix in tourism. 20
6. Discuss the role of NGO's in the development of tourism. 20
7. Citing suitable examples, discuss the role of events, activities and individual in the marketing of a destination. 20
8. As the Marketing Manager of a 5 star hotel, how would you design its marketing strategy? 20
9. Elaborate the objectives of airline scheduling. Also explain the schedule planning process. 20
10. Why is market analysis necessary in Tour' Operation Business? Discuss the various factors one should consider while designing a tour operators' product? 20