

TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)

Course Code: TS-6

Programme: BHM

Total Mark: 100

Assignment Code: TS-6/TMA/2025

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 **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What is the significance of market segmentation in tourism? Explain the various market segmentation variables. 20
2. What is Competitive Analysis? Discuss various strategic options an enterprise can adopt to counter its competitors. 20
3. Compare and contrast the roles of National Tourist Organisation and the Local Bodies in the marketing of India as a tourism destination. 20
4. Discuss the role and application of technology in tourism. 20
5. Define Peak and Lean Tourist Seasons. Describe with suitable examples how seasonality affects tourism. 20
6. Explain important costs that a potential tourist may incur. Discuss the pricing objectives followed by tourism enterprises. 20
7. Differentiate between Advertising and Public Relations. Explain the sales and promotion methods adopted by Travel Agencies. 20
8. Write notes on the following in about 300 words each: (2x10=20)
 - a) NGO's intervention in tourism
 - b) Familiarization tours
9. What are the Direct Operating Costs and Indirect Operation Costs of an Airline? Describe the specific features of airline marketing. 20
10. Write short notes on the following in about 150 words. (4x5=20)
 - a) Purposes of Market Research
 - b) Factors which affect the preparation of forecasting
 - c) Differentiate between Social Marketing and Socially Responsible Marketing
 - d) Levels of Distribution Channels