

TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT) (January and July 2026 Session)

Course Code: TS-6

Programme: BATS

Total Mark: 100

Assignment Code: TS-6/TMA/2026

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. Elaborate the various skills which a marketing professional should possess. Discuss the issues to be addressed while formulating a marketing plan. 20
2. What is the underlying principle of the market segmentation concept? Discuss the major variables used for segmenting the market for tourism products and services. 20
3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20
4. What is marketing research? Explain the role of market surveys and questionnaires as instruments for gathering tourism data. 20
5. Compare and contrast the role of National Tourist Organisation and the role of Local Bodies in the marketing of India as a tourism destination. 20
6. Differentiate between Advertising and Marketing. Explain how the AIDA formula is applicable in the promotion of tourism products. 20
7. What do you understand by competitive analysis? Explain the strategic options. 20
8. Discuss the various stages in the formulation of a marketing strategy for star category hotel. 20
9. Explain the relationship between seasonal variation and tourism. Choose any state in India and suggest steps how that state can be marketed during its peak and lean tourist season respectively. 20
10. Write notes on the following in about 150 words each: (4x5= 20)
 - a) Importance of market analysis in tourism business
 - b) 5th P in tourism marketing
 - c) Differentiate between distribution of goods and services.
 - d) Operating cost of airlines