

School of Hospitality

Hotel Management
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem IV - I1UB401T - Tourism Marketing

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. What is Butler's Tourism Area Life Cycle (TALC), and how does it explain the evolution of tourist destinations over time? What are the key stages involved in the TALC model? K1 CO1 (5)
2. What is a product, and how would you define it in the context of marketing? K1 CO1 (5)
3. Illustrate what is tourism marketing? How is tourism marketing different from that of product marketing? K2 CO2 (5)
- 4) Write in brief about the 8 Ps of Tourism Marketing with supporting examples. K3 CO3 (10)

OR

- Explain is marketing mix ? Discuss the various p's in tourism. K3 CO3 (10)
5. Identify what is market segmentation with reference to hospitality ? What are the various segments available in tourism marketing? K3 CO3 (10)
 6. Develop a marketing pitch, how would you market Indian beach resources in the overseas market? K2 CO2 (10)
 7. What is pricing? What strategies can a regional tourism organization adopt while considering a pricing decision? K3 CO3 (10)
 - 8) Briefly explain the role of different distribution channels in tourism. Discuss the factors responsible for selection of channels and intermediaries in tourism. K4 CO4 (15)

OR

- Elaborate Plog's Destination Life Cycle (DLC) and its significance in understanding the lifecycle of tourist destinations? How does it differ from Butler's TALC model in terms of its approach and stages? K4 CO5 (15)
9. Define tourism marketing research and explain its limitations. K3 CO3 (15)
 10. Explain the 7 major components of tourism marketing? discuss in detail Attraction, Accommodation, Accessibility, Amenities. K4 CO4 (15)