

TOURISM STUDIES (BHM/BA-IHA)

Term-End Examination

November, 2013

TS-6 (S) : TOURISM MARKETING

Time : 3 hours

Maximum Marks : 100

Note : *Attempt any five questions in about 600 words each.
All questions carry equal marks.*

1. How marketing has been evolved as a concept ? 20
Also discuss the different stages through which it has evolved ?
2. Explain the concept of tourist, foreign tourist and excursionist. Discuss the major world tourism markets. 20
3. Write an essay on marketing research. 20
4. Illustrate the role of NGOs in tourism marketing. 20
Can they help in developing responsible tourism ?
5. Explain the factors that need to be considered 20
while designing a hospitality product.
6. Discuss the role of culture in tourism promotion. 20
Substantiate your answer with examples.

7. How would a 5 star hotel market and promote itself ? 20
8. Analyse the importance of alternative accommodation in tourism. 20
9. Write a note on the following : 10+10
(a) Linkage in tourism trade
(b) Marketing local foods
10. Write short note on : 10+10
(a) Paying guest accommodation
(b) Youth hostels
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