

TOURISM MARKETING-I

External Marks: 60

Internal Marks: 20

Time: 3 hours

Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 10 marks each.

Concept of marketing, services marketing and tourism marketing; distinction between products and services, and implications for tourism marketing.

Nature and characteristics of tourism: tangibility and intangibility, non-perishability and perishability, homogeneity and heterogeneity, separability and inseparability, ownership and non-ownership; issues and challenges in tourism marketing, marketing strategies to overcome limitations of tourism

Marketing environment and its analysis (SWOT); concept of marketing mix, developing marketing mix for tourism; internal marketing, customer relationship management: concept, importance and strategies.

REFERENCES

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- Asworth, Gregory and Brian G. (ed.) Marketing Tourism Places, Routledge, London.
- Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues. George Washington University.
- Christopher, H. Lovelock, Services Marketing, Prentice Hall, Eaglewood Cliffs.
- Donnelly, J.H. and George, W.H. Marketing of Service Chicago.
- Green, P. and Tull, D., Research for Marketing Decision Prentice Hall.
- Holloway, J.C. and Plant R.V. Marketing for Tourism, Pitman Publishing, London.
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- Kotler, Philip, Marketing for Non-Profit Organisation, Pearson Edu.
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