

TOURISM MARKETING-II

External Marks: 80

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 15 marks each.

Tourism products: concept, packaging & branding of tourism products, tourism product life cycle and difference marketing strategies for different of life cycle.

Tourism pricing and promotion: concept, importance and process of pricing, factors influencing tourism pricing, methods of price fixation, pricing strategies.

Promotion and communication: objectives of promotion, promotion mix, factors affecting promotion mix, components of promotion mix, important promotional tools in tourism- brochures, events, movies and cinema

Destination marketing: destinations as tourism product, categorization of destinations (Plog's), visitors' segments of a destination (Cohen's classification), development and marketing a new destination.

REFERENCES

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- Holloway, J.C. and Plant R.V. Marketing for Tourism, Pitman Publishing, London.
- Kotler, Philip, Marketing for Non-Profit Organisation, Prentice Hall, New Jersey.
- McCarthy, E.J., Basic Marketing. A Management Approach, Irwin Publishers.