

BTSC 103: Understanding Tourism Marketing
(TUTOR MARKED ASSIGNMENT) (Jan & July 2026 session)

Course Code: BTSC 103
Total Mark: 100

Programme: BFTTM
Assignment Code: BTSC 103/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. Define Marketing. Describe the evolution of marketing philosophies from the 1950s to the current societal marketing era. 20
2. What is market segmentation? Discuss the major variables used for segmenting the market for tourism products and services. 20
3. Discuss the Marketing Mix of a tourism product. 20
4. Describe the various methods used to forecast tourism demand. 20
5. How does the brand name of an organization add value to a tour package? Explain how attractive packaging can influence a customer's purchase decision. 20
6. What is Pricing Strategy? Discuss the importance of pricing as an element of the marketing mix. 20
7. Evaluate the role of social media in destination promotion. 20
8. Define Distribution Channels (Place) and discuss their role in the tourism industry. 20
9. Discuss the challenges in adopting new technologies in tourism marketing. 20
10. Write notes on the following in about 150 words each: (4x5= 20)
 - a) Purpose of Market Research
 - b) Product Positioning
 - c) 5th P in tourism marketing
 - d) Meaning and purpose of Familiarization tour