



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Master's Degree Examination – May 2025

II Semester

Class : I P.G.
Major : Tourism Management

Time: 3 Hours
Max. Marks: 100

24MTAC08 Tourism Marketing

Course Outcomes:

- CO1. Understand the nature and characteristics of Tourism Marketing
- CO2. Learn the concept of Tourism Product pricing and promotion
- CO3. Aware of distribution channels in Tourism Industry
- CO4. Gain the significance of people and process in tourism services
- CO5. Analyze the strategies and technology in Tourism marketing and Research.

Part A

10 x 1 = 10

Choose the Correct Answer

1. What is the primary focus of tourism marketing? CO1K1
a. Selling tourism products only b. Creating and delivering value to tourists
c. Reducing tourism demand d. avoiding competition
2. Which of the following best describes the nature of tourism marketing? CO1K2
a. Static and product-focused b. Dynamic and customer-oriented
c. Limited to advertising d. Only applicable to domestic markets
3. How does understanding tourist behaviour help in tourism marketing? CO2K2
a. It allows businesses to create tailored experiences b. It increases competition
c. It limits customer choices d. It decreases demand
4. A travel agency wants to target adventure tourists. Which segmentation approach is most suitable? CO2K3
a. Geographic segmentation b. Behavioural segmentation
c. Random selection d. Ignoring segmentation
5. Why is pricing important in tourism marketing? CO3K2
a. It determines the value perception of the service b. It has no impact on consumer choice
c. It only affects business expenses d. It is not a major marketing factor
6. A new tourism destination is in the introduction stage of the Destination Life Cycle. What pricing strategy should be used? CO3K3
a. Price skimming b. Penetration pricing
c. High-end luxury pricing d. No pricing strategy needed
7. What is a service encounter in tourism? CO4K1
a. A meeting between tourists and service providers b. A pricing strategy
c. A tourism market segment d. A type of branding technique
8. A hotel wants to improve customer experience through physical evidence. What should it focus on? CO4K3
a. Hotel ambiance and cleanliness b. increasing hotel prices
c. Reducing staff interaction d. Limiting customer access
9. What is competitive positioning in tourism marketing? CO5K1
a. identifying unique advantages to stand out in the market b. Avoiding competition
c. Setting random prices d. Limiting tourism services
10. A travel company wants to enhance its marketing using technology. What strategy should it use? CO5K3
a. Social media campaigns and virtual reality tours b. Ignoring online platforms
c. Reducing digital content d. Removing customer reviews

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Explain the unique characteristics of tourism marketing that differentiate it from traditional marketing. CO1K1
- (or)
- 11.b. Assess the importance of strategic planning in sustainable tourism marketing. CO1K5
- 12.a. Outline the process of selecting target markets. CO2K2
- (or)
- 12.b. Define market segmentation and explain its significance in tourism marketing. CO2K1
- 13.a. List and describe the different types of distribution channels in tourism. CO3K1
- (or)
- 13.b. Draw and explain the stages of the tourism product life cycle with suitable examples. CO3K2
- 14.a. List the objectives of managing people and encounters in tourism services. CO4K1
- (or)
- 14.b. Give an example of how service process development can enhance the tourist experience. CO4K3
- 15.a. Discuss the importance of identifying and developing competitive advantages in the tourism industry. CO5K1
- (or)
- 15.b. Evaluate the effectiveness of multimedia advertising in attracting tourists. CO5K5

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. Analyze how macro-environmental factors (economic, social, political, and technological) influence tourism marketing decisions. CO1K4
- (or)
- 16.b. Critically evaluate the challenges in forecasting tourism demand. Suggest ways to improve accuracy. CO1K5
- 17.a. Identify and describe different types of tourism markets. How can a destination cater to multiple types of tourism markets effectively? CO2K3
- (or)
- 17.b. Evaluate the effectiveness of a well-developed marketing mix in achieving competitive advantage for tourism businesses. CO2K5
- 18.a. Analyze the different pricing strategies used in the tourism industry. CO3K4
- (or)
- 18.b. Discuss the process of creating a successful branding strategy. Provide examples of different types of branding in tourism. CO3K3
- 19.a. Evaluate the effectiveness of service process development in tourism businesses. CO4K5
- (or)
- 19.b. Explain the process of service transfer and its importance in tourism service delivery. CO4K2
- 20.a. Portray the role and significance of information systems in tourism marketing. CO5K1
- (or)
- 20.b. List the components of the technology and marketing mix in tourism marketing. CO5K5
