BTMC-136 TOURISM MARKETING

Tutor Marked Assignments
Course Code: BTMC-136
Total Marks: 100
(2026)

Section A

Answer the following questions in about 500 words each.

1. What do you understand by Marketing Philosophies? How does it influence a firm's marketing plan? **20**
2. Define Marketing Research. Explain the steps of Research Design in brief. **20**

Section B

Answer the following questions in about 250 words each.

3. Explain the characteristics of Tourism Product. **10**
4. Define Market Segmentation. Explain any one variables of market segmentation in detail. **10**
5. Define Branding. Discuss the characteristics of branding with examples from Tourism. **10**

Section C

Answer the following questions in about 100 words each.

6. What are the criteria of classifying the services? **6**
7. Define Positioning. Explain the methods of positioning with example. **6**
8. Explain the concept of Product Differentiation with examples. **6**
9. What are the commonly used approaches for destination planning? **6**
10. Write short notes on **any of the two** following: **(2 X3 =6)**
    a) Product Life Cycle (PLC) in Tourism
    b) Tourism Supply Chain Management (TSCM)
    c) Destination Marketing Organisations (DMOs)

1. What do you understand by Marketing Philosophies? How does it influence a firm's marketing plan? 20

Answer

Marketing philosophies are the basic ideas that guide how a business understands its customers, makes decisions and earns profit. A philosophy answers a simple question: should the firm mainly concentrate on producing more, improving the product, increasing sales, satisfying customers or serving society as well? These different approaches developed as markets and customer expectations changed. They are particularly important in tourism because a visitor is purchasing an experience, not merely a physical object.

Major marketing philosophies

The **production concept** assumes that buyers prefer services that are easily available and reasonably priced. A tour operator following this approach may arrange standard, low-cost trips with regular departures and a wide booking network. Efficient operations can reduce cost, but the company may overlook the individual interests of travellers.

The **product concept** gives priority to better quality, features and performance. A resort may spend heavily on attractive rooms, swimming pools and modern facilities. These improvements are useful, yet they do not automatically create demand. Customers may prefer an affordable resort near local attractions to a costly property with many facilities. This is sometimes called marketing myopia: concentrating on the product rather than the need it fulfils.

Under the **selling concept**, the main aim is to persuade customers to buy what the business already offers. Advertising, sales calls, discounts and special promotions receive much attention. For example, a travel company may aggressively promote unsold holiday packages before the peak season ends. Selling helps to generate immediate bookings, but excessive pressure or exaggerated promises can damage trust and repeat business.

The **marketing concept** starts with customers' needs. First, the firm studies who its potential customers are and what they want. It then develops suitable products, communicates benefits and delivers satisfaction better than competitors. A tour company may offer separate itineraries for senior citizens, students and families instead of selling the same itinerary to everyone. This is a customer-centred approach, and it aims at long-term profitability through satisfaction.

The **societal marketing concept** adds the welfare of the community and the environment to customer satisfaction and business profit. For example, a