

National Institute of Open Schooling

Senior Secondary Course- Tourism

Lesson 19: **Tourism Marketing**

Worksheet-19

Q.1-“It is often said that marketing plays an extremely important role in travel and tourism industry as their success entirely depends on how well the products and services are marketed.”On the basis of this statement, briefly describe the features of tourism marketing.

Q.2- Visit tourism company and enquire about various selling techniques they employ to attract customers. Summarize your interaction.

Q.3- Describe various macro and micro environment factors that influence the functioning of business.

Q.4- Advertising media plays a role in effective communication to build awareness, provoke interest and increase sales of the product. List out various types of advertising media used in tourism industry.

Q.5- Design an advertising message for a recreational water park which is offering 75% early bird discount in summer. Also Name various advertising media you would require for communicating the message.