

## **TOURISM MARKETING ASSIGNMENT TOPIC**

**Attempt any five questions from the following**

1. Meaning and features of tourism product
2. Types of tourists
3. Purpose of tourism
4. Positive and negative effects of tourism
5. Factors influencing growth of tourism
6. Classification of major cultural tourism forms
7. Cruise tourism advantages and disadvantages
8. Importance and significance of tourism marketing
9. Objective or purpose of tourism marketing
10. Problems, issues, challenges of tourism marketing
11. Product mix of tourism marketing 8 p's of tourism marketing
12. What is reservation (types, process, advantages, and disadvantages)
13. Tourism destination lifecycle
14. Needs and importance of marketing segmentation in tourism
15. Bases of segmentation of tourism
16. Tourism typology
17. 4A's of tourism
18. Challenges of Indian tourism industry
19. How to build in brand India in tourism marketing
20. Incredible India campaign