

Marketing in Travel and Tourism

ASSESSMENT # 8

Total Marks: 30

1. Give short answers for the following questions: (18)
- i. What does a promotional activity seek to accomplish?
 - ii. What does 'GTA' stand for? And what is its role in tourism marketing?
 - iii. What is advertising and how is it different from marketing?
 - iv. When preparing promotional materials, which points should be kept in mind?
 - v. What is collateral material and which types of items are included in it?
 - vi. What type of information is contained in the travel agent's manual?

Activity (12)

You are a tour operator and are organizing inbound tours. You want to run a campaign for the summer season. Produce a detailed report about your plans – including, but not limited to: the promotional material used, different types of packages available, and how the marketing campaign will be run.