

# JAIPURIA INSTITUTE OF MANAGEMENT

## **POST GRADUATE DIPLOMA IN MANAGEMENT**

SIXTH TRIMESTER (Batch 2022-24)

END TERM-EXAMINATION

Course Name	Hospitality and Tourism Marketing	Course Code	MKT X0156
Max. Time	2 Hour	Max. Marks	40 Marks

**Instructions: All Questions are compulsory.**

1. Discuss the current stage of Agra, as a tourist destination according to the Tourism Area Life Cycle (TALC) model. What marketing strategies do you recommend for maintaining and / or, improving the current stage of the Tourism Area Life Cycle. (10 Marks, CLO 3)
2. Analyze the segmentation variables used in tourism for a destination such as Shimla. Additionally, discuss the various tourism genres that Shimla caters to. (10 Marks, CLO 3)
3. Pilgrimage / Religious Tourism as a form of Tourism can catalyse tourism growth in India. Discuss this statement in view of the hospitality / hotel business in India. (10 Marks, CLO 3)
4. Develop a Tourism Marketing Strategy for your State detailing different tourist destinations. What factors a tourist will consider, which will affect his / her decision favourably for the state and its tourist destination. (10 Marks, CLO 3)

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