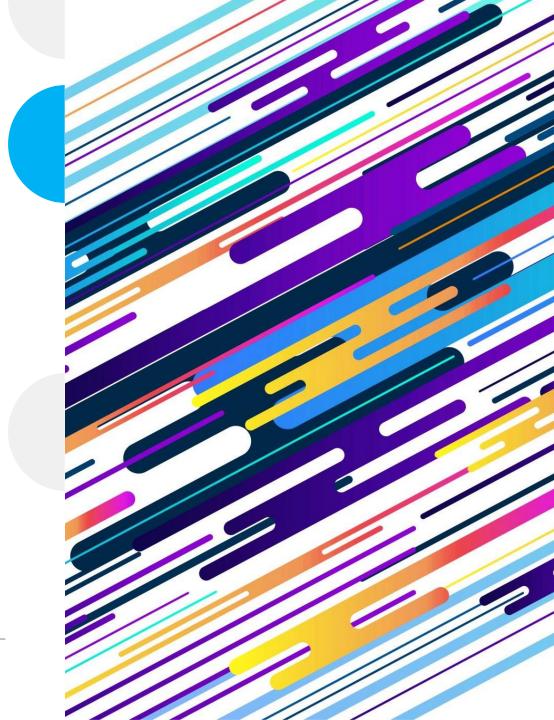
## **Tourism Marketing**

**WEB QUEST** 

Today you are asked to use your textbook and browse the internet to find the answer to the following questions:

- 1. What is the **marketing mix**? Is there only one model? Which model do you think is more appropriate? (choose the best definition and attach a chart/picture)
- 2. What is the **marketing mix in tourism**? Is there only one model?

How many Ps are there in the Tourism Marketing Model? What are the **4P's** of Tourism Marketing? What are the **7P's**? Are there any more Ps? How many? Which model do you think is more appropriate? (choose the best definition and attach a chart/picture)



## Go to the following article: <a href="https://profiletree.com/tourism-marketing-strategies/">https://profiletree.com/tourism-marketing-strategies/</a> and continue your questionnaire (you DO NOT have to read the article thoroughly, just scan it for the information required):

- 3. What is **Tourism Marketing**?
- 4. What are the **benefits** of **effective** Tourism Marketing?
- 5. What is the "Customer Journey" described here?
- 6. What are the **new trends** in Tourism Marketing?
- 7. What are the **must-haves** on a tourism marketing strategy?
- 8. What are the **trendiest types** of tourism according to this article? Can you think of more?

## Continue the questionnaire: <a href="https://profiletree.com/tourism-marketing-strategies/">https://profiletree.com/tourism-marketing-strategies/</a>

- 9. Go to the **EXAMPLES** section of the article which example do you think is the most effective and why?
- 10. Browse the internet and find your own "Example of Successful Tourism Marketing Campaigns" to present to the rest of the class what is the example about? What is it (a video, a post, a campaign, a poster...?) Why was/is it successful?

You are asked to create a doc/file here with all your answers.