

# 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)

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Go to the following article:

<https://profiletree.com/tourism-marketing-strategies/>

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?
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Continue the questionnaire:

<https://profiletree.com/tourism-marketing-strategies/>

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.

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