



DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

HOSPITALITY MARKETING

Answer any FIVE Questions
All Questions carry equal marks
Time allowed: Three Hours

1. Identify the main characteristics of tourism and hospitality products and services and explain how these characteristics can influence the marketing campaigns to be implemented.
2. As a recently appointed marketing manager you have been asked to explain to your staff the importance of market segmentation to hospitality organisations. What information would you provide to your staff?
3. What are the key factors you would consider in order to provide an effective visitor care in a tourist destination of your choice. Use practical examples to support your recommendations
4. Explain what you understand by the following terms:
 - a. Public Relations
 - b. Direct Mail
 - c. Components of the Tourism Product
5. Describe the importance of Marketing research to marketing orientated organisations in the hospitality and travel and tourism industry.
6. Explain the role of Advertising within an organisation's promotional mix and discuss the value of advertising media widely used by marketing organisations
7. Write notes on THREE of the following:
 - a. Retail Outlets
 - b. Marketing Mix
 - c. Events
 - d. Travel Agency Manuals
8. Summarise the objectives you would associate with sales promotions and discuss three popular sales promotion techniques



TOURISM MARKETING AND PROMOTION

SEPTEMBER 2009

MARKING SCHEME

Question 1

- Introduction to the term tourism 2 marks
- Key characteristics of tourism products and services: consumption at the point of production, random development of the product, complexity, spontaneity, destination changes, etc. 10 marks
- Implications of the key characteristics to marketing campaigns: Positioning, unique selling proposition, timing, pricing, comparison of options etc 7 marks
- Bonus for presentation, clarity, use of examples, evidence of reading 1 mark

Total: 20 marks

Question 2

- Definition / Introduction of "Market Segmentation". 3 marks
- Importance of market segmentation to marketing orientated organisations 6 marks
- Criteria to be used in order to segment consumer market: socio-economic groupings, purpose of travel, travel preferences, life style 6 marks
- Difficulties associated with measuring the factors to be used by segmentation purposes 4 marks
- Bonus as for Question 1 1 mark

Total: 20 marks

Question 3

- Importance of visitors and care in the tourism industry and to a particular destination or resort selected by the student 4 marks
- Key areas to be discussed should include:
- Lip service 3 marks
- Development of staff skills 3 marks
- Visitor care training 3 marks



- Tourism information 3 marks
- Bottlenecks, complaints, practical difficulties 3 marks
- Bonus as for Question 1 1 mark

Total 20 marks

Question 4

The marks will be allocated as follows:

- Definition / Introduction of the term. 1 mark
 - Explanation of the key issues associated with each term discussed 4 marks
 - Effective summary and conclusions 1 mark
- TOTAL 6 marks
- 3 Topics x 6 Marks each: 18 marks
- Bonus as for Question 1 2 marks

Total 20 marks

Question 5

- Introduction to the function of Marketing Research 3 marks
- Contributions research findings can make to effective decision making 5 marks
- Typical research techniques used by marketing management in the travel and tourism industry 6 marks
- Practical difficulties associated with marketing research 5 marks
- Bonus as for Question 1 1 mark

Total: 20 marks

Question 6

- Introduction / definition of Advertising 2 marks
- Promotional objectives associated with Advertising (awareness building, generating favourable publicity, excitement ,introducing new products/services, reminding, retailer support etc) 4 marks
- Popular advertising media used by travel and tourism companies: Television, posters, specialist and general magazines, internet, radio, newspapers 10 marks



- Practical difficulties associated with advertising media 3 marks
- Bonus as for Question 1 1 mark

Total: 20 marks

Question 7

The marks will be allocated in the same way as indicated in the marking scheme for question 4.

Question 8

- Introduction / definition of sales promotions 2 marks
- Promotional objectives to be pursued through sales promotions 3 marks
- Consumer, trade and salesforce promotions 2 marks
- Explanation/discussion of three sales promotion techniques
3 techniques x 4 marks = 12 marks
- Bonus as for Question 1 1 mark

Total 20 marks