



DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

MANAGEMENT OF HOSPITALITY AND TOURISM

Answer any FIVE Questions

All Questions carry equal marks

Time allowed: Three Hours

1. Describe the key environmental factors that managers in the hospitality and tourism industries must consider in their day-to-day decision making
2. Compare and contrast two popular leadership theories and summarise the characteristics of effective leaders
3. 'Modern business organisations must discharge their social responsibilities effectively'. Comment on this statement and provide practical examples to support your recommendations
4. Explain what you understand by the following terms:
 - a. Internal communications
 - b. Work induced frustration
 - c. Corporate objectives
5. Describe the impact of globalisation to organisations in the hospitality and travel and tourism industry.
6. Critically appraise two organisational structures widely used by hospitality organisations
7. Write notes on THREE of the following:
 - a. Job enrichment
 - b. Job evaluation
 - c. Job satisfaction
 - d. Informal work groups
8. Summarise the contributions that motivation theories can make to effective human relations within hospitality and tourism organisations



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