



DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

HUMAN RESOURCES MANAGEMENT IN HOSPITALITY INDUSTRY

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

1. Identify the key issues you would consider in the recruitment and selection of new staff for a hotel in a popular tourist resort
2. As an independent consultant advise one of your clients on the benefits of a Human Resources Department and explain how it can work effectively with other functions within the organisation.
3. Explain what you understand by the term 'job evaluation' and describe the key issues to be considered during the process
4. Compare and contrast the incentives and rewards schemes used by organisations in the hospitality industry in order to motivate their staff
5. Describe the importance of effective training and development of staff and identify popular methods used by tourism and hospitality organisations
6. 'Successful organisations have a detailed human resources plan which they update frequently'. Comment on this statement and summarise the key information to be included in human resources plan
7. Write notes on TWO of the following:
 - a. Job design
 - b. Labour turnover
 - c. Termination of employment
8. Summarise the key points of the Human Resources Management Code of Conduct in operation in a country of your choice



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