



ICM

JUNE 2017

MARKETING FOR HOSPITALITY & TOURISM

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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- 1. List the TEN steps of a marketing plan and explain what is meant by EACH stage. Offer advice on what to include within it to a travel agent entrepreneur. [20]
 - 2.
 - a) Choose any hospitality or catering product you are familiar with and explain which parts of the product offer technical quality, functional quality and societal quality. [15]
 - b) How does good quality increase employee satisfaction? [5]
 - 3. Explain to a developing country the FIVE benefits of tourism and why they should invest in marketing the country as a tourist destination. [4 each]
 - 4. Hospitality marketing managers use **primary** and **secondary** research to investigate the market for a new product. Explain the costs and benefits of BOTH types of research. [20]
 - 5. Explain the FOUR steps a hospitality organisation needs to go through when deciding on a new location for one of their hotels. [5 each]
 - 6. Tourism is particularly vulnerable to macroenvironment forces. Give an example of how any FIVE of these forces might affect the tourism trade of where you live. [20]
 - 7. Explain how a hospitality product can take advantage of the FOUR characteristics of a service product to enhance their competitiveness. [5 each]
 - 8. Choose a hospitality product that is currently in decline and explain the FIVE steps within the product life cycle that it must have gone through and your advice to the company on how to increase sales for the future. [4 each]