



# ICM

JUNE 2017

TOURISM MARKETING & PROMOTION

**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. Identify the characteristics that make tourism distinctive and explain how the marketing philosophy can assist the development of tourism organisations. [20]
  - 2. Distinguish between cost-plus pricing and sticker prices and identify the practical benefits and limitations of EACH option. [20]
  - 3. Explain what you understand by the term **market segmentation** and explain TWO market segmentation options used by marketing organisations. [20]
  - 4. Explain what you understand by the following:
    - a) Tourism statistics
    - b) Printed promotional materials
    - c) Direct mail [20]
  - 5. Critically appraise the value of marketing planning to marketing-orientated organisations and describe the approach to be used in order to develop a marketing plan. [20]
  - 6. Describe the value of the following elements of the promotion mix:
    - a) Media relations
    - b) Newspapers
    - c) Internet advertising [20]
  - 7. Write notes on THREE of the following terms:
    - a) Tour operators
    - b) Internet intermediaries
    - c) Brand image
    - d) Marketing mix [20]
  - 8. Identify the type of destinations marketed by tourism organisations and explain the components of the tourism product within a destination. [20]