



ICM

SEPTEMBER 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. Explain what you understand by the term **Marketing Feasibility Study** and describe the key areas to be considered as part of the feasibility study. [20]
 - 2. Critically appraise the contributions advertising campaigns can make to the promotion of tourism products and services. [20]
 - 3. Compare and contrast THREE pricing methods used by travel and tourism organisations. [20]
 - 4. Explain the following aspects of the tourism product:
 - a) Types of destinations
 - b) Product components
 - c) Transport [20]
 - 5. Discuss the value of tourism development planning to marketing orientated organisations and describe the key sections of a tourism development plan. [20]
 - 6. Describe the value of the following sources of market information:
 - a) Visitor surveys
 - b) Tourism statistics
 - c) Surveys of hotels and similar establishments [20]
 - 7. Write notes on THREE of the following:
 - a) Advertising agencies
 - b) Direct mail
 - c) Types of events appealing to tourists
 - d) Media relations and conferences [20]
 - 8. As an independent consultant, advise one of your clients on the importance of the marketing orientation to travel and tourism organisations. [20]