



ICM

SEPTEMBER 2016

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. Public relations are becoming more important than ever to large tourism and hospitality firms. Discuss FIVE different techniques for improving public relations that could be adopted by an organisation, giving an example in EACH case. [20]
 2. Advise a new hotel about to open on the FIVE different pricing policies it could use when deciding on the room rate prices, giving an example for EACH and advising how they might best be implemented. [4 each]
 3. Advise a third world tropical state government on the FIVE benefits of tourism to a country and why they should invest in marketing it as a tourist destination. [4 each]
 4. Organisations pay large sums of money for marketing companies to carry out primary and secondary research on both new and existing products, explain the costs and benefits of BOTH types of research. [20]
 5. Give FOUR reasons why many hospitality organisations adopt a total quality management system within a hotel operation. [5 each]
 6. Customers tend to go through FIVE steps when deciding to purchase a tourism product, explain EACH step with an example. [20]
 7. Give FIVE reasons why hotels often focus on direct marketing such as leaflets, letters, emails etc., as a tool to improve sales, and compile a list of recommendations on the best type of direct communication to use and why. [20]
 8. Explain why service products differ from manufactured products by giving FOUR characteristics and how a travel agency could take advantage of each characteristic to enhance their competitiveness. [5 each]