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# TOURISM MARKETING & PROMOTION

Thursday 2<sup>nd</sup> June 2022

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## Time allowed

Three hours

## Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

## Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [ ].

## Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

## Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.



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**ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS**

1. Describe the ways in which destination attractions and environment influence prospective buyer motivations. Use examples to support your description. [20 marks]
2. Discuss the characteristics that influence buyer behaviour. Use examples to support your discussion. [20 marks]
3. Explain each of the following terms in the context of tourism marketing, using examples to support your explanation:
  - (a) Media relations [5 marks]
  - (b) Sponsorship [5 marks]
  - (c) Sales promotions [5 marks]
  - (d) Printed promotional materials [5 marks]
4. Explain the ways in which the tourism industry uses consumer centric marketing. [20 marks]
5. Explain **four** external issues related to a marketing strategy for tourist attractions. [20 marks]
6. Discuss the ways in which a hotel can use internet marketing to increase bookings. Use examples to support your discussion. [20 marks]
7. Discuss the advantages of branding for travel and tourism operators. Use examples to support your discussion. [20 marks]
8. Explain the ways in which a travel company uses secondary research sources as part of a marketing research strategy. [20 marks]

**END OF QUESTIONS**