



ICM

DECEMBER 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. Explain why an organisation might use primary and secondary research as a marketing tool prior to launching a new product, identifying the costs and benefits of BOTH types of research. [20]
 2. Explain the FIVE steps in the buyer decision process by using a tourism product as an example. [20]
 3. Tourism and hospitality offer services rather than manufactured items. Explain the FOUR characteristics of a service product and in EACH case explain how hospitality firms could take advantage of the characteristic to enhance their competitiveness. [5 each]
 4. Marketing directly to the customers through leaflets or email is a major source of new business to many hotel businesses. Give FIVE reasons why and compile a list of FIVE recommendations to a medium-sized hotel on direct communication types that are available. [20]
 5. Explain the FIVE benefits of tourism to the country you live in. [4 each]
 6. Explain why tourism businesses value adopting a customer-orientated approach as opposed to being purely concerned with short-term profits, giving FIVE benefits if they do so. [20]
 7. Choose FIVE different pricing strategies that could be used by a local tourist attraction looking to increase their number of visitors. [20]
 8. A new online travel agency is about to launch and you have been asked to help structure a marketing strategy. List the TEN steps of a marketing plan and explain what is meant by EACH stage and offer advice on what to include within it. [20]