



ICM

DECEMBER 2016

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 []
1. Explain the benefits of the marketing orientation to tourism organisations and identify the elements of the marketing mix. [20]
 2. Distinguish between market segmentation and product positioning strategies and summarise their importance to marketing planning and decision making. [20]
 3. Discuss the value of an effective management information system to the operations of commercial organisations. [20]
 4. Explain what you understand by the following marketing terms:
 - a) Core image
 - b) Brand image
 - c) Tertiary image[20]
 5. Describe, with the use of examples, THREE pricing methods widely used in the travel and tourism industry. [20]
 6. Describe the key activities associated with the following elements of the tourism product:
 - a) Destinations
 - b) Product components
 - c) Transport[20]
 7. Write notes on THREE of the following terms:
 - a) Advertising media
 - b) Direct mail
 - c) Personal sales channels
 - d) Public relations[20]
 8. 'Consumers are subject to many influences and their buying decisions can be very complex.' Comment on this statement and explain the key motivations for people to travel. [20]