



ICM

MARCH 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 []
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1. Distinguish between domestic tourism and international tourism and explain the importance of the marketing orientation to tourism organisations. [20]
 2. Discuss FIVE determinants of demand for travel and tourism products and services and provide examples to support your explanations. [20]
 3. Explain the generic characteristics that distinguish services from products and summarise the marketing responses to these characteristics. [20]
 4. Explain the following marketing terms to a group of newly appointed marketing staff:
 - a) Sales promotions
 - b) Direct response marketing
 - c) Printed materials[20]
 5. Compare and contrast TWO organisational structures that can be used by travel and tourism organisations operating in highly competitive markets. [20]
 6. Critically appraise the value of inclusive tours and product packages in the overall tourism product and explain the process of constructing and marketing an inclusive tour package. [20]
 7. Write notes on THREE of the following terms:
 - a) Market segmentation by purpose of travel
 - b) Demographic segmentation
 - c) Advertising media
 - d) Public relations[20]
 8. Advise one of your clients on the activities associated with the stages of a typical marketing planning process and highlight the practical difficulties associated with the process. [20]