



# ICM

MARCH 2017

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. As a newly appointed marketing manager, advise your staff on the factors to consider in order to provide a good level of care to the visitors of a tourist destination. [20]
  2. Critically appraise the importance of advertising media to the marketing of travel and tourism products and services. [20]
  3. Summarise the advantages and limitations of the management information system and identify the type of information to be collected. [20]
  4. Explain the following terms:
    - a) Marketing mix
    - b) Media relations and conferences
    - c) Guidebooks[20]
  5. Describe the likely contributions of the following printed materials to a promotional campaign:
    - a) Brochures
    - b) Catalogues
    - c) Newsletters[20]
  6. Prepare a report for one of your clients summarising the benefits the marketing philosophy can provide to travel and tourism organisations. Provide examples to support your recommendations. [20]
  7. Write notes on THREE of the following:
    - a) Visitor surveys
    - b) Sticker prices
    - c) Types of destinations
    - d) Social classification of consumers[20]
  8. Summarise the purposes of travel trade exhibitions and explain their role within the promotional mix. [20]