



ICM

SEPTEMBER 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. Summarise the main advantages and limitations of THREE advertising media that can be used to promote new holiday resorts. [20]
 - 2. Critically appraise the importance of the marketing philosophy to organisations operating in the travel and tourism industry. [20]
 - 3. Explain THREE market segmentation methods widely used by marketing organisations operating in highly competitive environments. [20]
 - 4. Explain what you understand by the following marketing terms:
 - a) Branding
 - b) Direct marketing
 - c) Prestige pricing[20]
 - 5. Discuss THREE public relations techniques that can contribute to the effective marketing of travel and tourism products and services. [20]
 - 6. Discuss the importance of tourism to a destination's economy and explain the main options for creating and investing in tourism attractions. [20]
 - 7. Write notes on THREE of the following terms:
 - a) Primary data
 - b) Secondary data
 - c) Test marketing
 - d) Product image[20]
 - 8. Prepare a report for one of your clients explaining the following topics:
 - a) Point of purchase displays
 - b) Coupons
 - c) Patronage rewards[20]