



MARKETING FOR HOSPITALITY & TOURISM

Monday 12th September 2022

Time allowed

Three hours

Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [].

Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.

ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

1. Describe **five** pricing strategies available to a tour operator and how each can be applied to a new tour. [20 marks]
2. Explain the **five** public relations techniques used by the tourism industry. Use examples to support your explanation. [20 marks]
3. Explain the **four** characteristics of a service product and how a hospitality organisation can use each characteristic to enhance their competitiveness. [20 marks]
4. Explain the **four** benefits to a hotel of implementing a total quality management system. [20 marks]
5. Discuss what is meant by both primary research and secondary research, including the benefits and limitations of each in the context of hospitality. Use examples to support your discussion. [20 marks]
6. Describe the steps of a hospitality marketing plan. Use examples to support your description. [20 marks]
7. Direct marketing (mail shots, leafleting and emailing) are typical methods used by hotel chains to attract new customers.
Explain **five** advantages of using direct communication compared to mass marketing in the context of hospitality and tourism. [20 marks]
8. Explain **four** benefits to hotels of using internet marketing. Use examples to support your explanation. [20 marks]

END OF QUESTIONS