



MARKETING FOR HOSPITALITY & TOURISM

Friday 10th March 2023

Time allowed

- You have 3 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. Direct marketing (mail shots, leafleting and emailing) is used by hotel chains to gain new customers.
Explain **five** advantages of direct marketing compared to mass marketing. [20 marks]
2. Explain the importance of internet marketing, including the benefits of internet marketing compared to traditional advertising. Use examples to support your explanation. [20 marks]
3. Explain the **five** steps of the tourism product life cycle, including the ways in which tour operators can increase sales at each stage. [20 marks]
4. Explain the **four** characteristics of a service product, including the ways in which a hotel can use each characteristic to enhance their competitiveness. [20 marks]
5. Explain **five** benefits of tourism to a country. Use examples to support your explanation. [20 marks]
6. Describe the steps of a marketing plan. Use examples to support your description. [20 marks]
7. Discuss **one** case study that demonstrates the effectiveness of destination marketing. [20 marks]
8. Evaluate the benefits and limitations of using online marketing research. Use examples to support your evaluation. [20 marks]

END OF QUESTIONS