

UNIVERSITY OF BOLTON

**SCHOOL OF BUSINESS AND CREATIVE
TECHNOLOGIES**

**INTERNATIONAL TOURISM MANAGEMENT
PATHWAY**

SEMESTER 2 EXAMINATIONS 2009/2010

**STRATEGIC MARKETING MANAGEMENT FOR
SPORT, LEISURE AND TOURISM**

MODULE NO: TOM3003

Date: Friday 4th June 2010

Time: 10:00 – 12:00

INSTRUCTIONS TO CANDIDATES:

There are **THREE** questions on this paper.

Answer **ANY TWO** questions.

All questions carry equal marks.

Students may bring two sheets of A4 notes into the exam.

School of Business and Creative Technologies
International Tourism Management Pathway
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Strategic Marketing Management for Sport, Leisure and Tourism
Module No. TOM3003

Answer ANY TWO questions

1. Select a market segment from the sport, leisure or tourism industries which has a number of leading brands and critically appraise the different positioning and branding strategies of each of the competing companies.

2. There are several marketing implications as a result of the latest developments of the Internet involving blogs, wikis, forums and social networking sites which all encourage the formation of on line communities drawn together by a shared interest (Shank 2009).

Evaluate the advantages and limitations of social networking sites as a medium for Sports, Leisure or Tourism organisations to interact with their target markets.

3. Middleton et al recognise "... it is increasingly impossible to deal with all customers on a mass consumption or 'one size fits all' basis," (2009:97) arguing market segmentation is the most important of all practical marketing techniques.

Critically analyse the ways in which buyer behaviour patterns can be used to segment the market for a particular company from the Sports, Leisure or Tourism industries.

END OF QUESTIONS

Sources:

Middleton, V.T.C., Fyall, A., Morgan, M. And Ranchhod, A. (2009)
Marketing in Travel and Tourism, (4th Ed), Oxford: Butterworth-Heinemann

Shank, M. D. (2009) *Sports Marketing: A Strategic Perspective*, (4th Ed),
Upper Saddle River, N.J.: Prentice Hall