

UNIVERSITY OF BOLTON

FACULTY OF WELL-BEING AND SOCIAL SCIENCES

**INTERNATIONAL TOURISM MANAGEMENT
PATHWAY**

SEMESTER 1 EXAMINATIONS 2011/2012

**STRATEGIC MARKETING MANAGEMENT FOR
TOURISM AND HOSPITALITY**

MODULE NO: ITM3006

Date: Tuesday 17th January 2012

Time: 14:00 – 16:00

INSTRUCTIONS TO CANDIDATES:

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

Answer **ANY TWO** questions.

All questions carry equal marks.

Candidates may take two A4 sheets of notes into the examination.

Faculty of Well-Being and Social Sciences
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Answer ANY TWO questions

1. Critically appraise how an informed understanding of segmentation can facilitate the development of tourism and hospitality products and services, which are in tune with customer needs and wants. Use examples from the tourism and/or hospitality industries to support your appraisal.
2. *'Over 100 million people visit a social network daily ... everyone is buddying up on Facebook and tuning into the day's hottest video on YouTube ... and wherever consumers congregate marketers will surely follow.'* (Kotler et al 2010:490)

Suggest strategies that tourism and hospitality organisations can adopt when dealing with the challenges presented by the growth of the social networking phenomena. Justify your suggestions with examples from industry.

3. *'While in the past corporate ethics and social responsibility may not have been centre-stage in corporate and business strategy, this situation has changed dramatically. Major concerns about fairness and justice, and the impact of business activities on the physical environment are high on the management agenda.'* (Cravens and Piercy 2009:20)

Critically appraise the impact that Corporate Social Responsibility (CSR) has had on the marketing strategies of Tourism and Hospitality organisations, providing examples to underpin your arguments.

END OF QUESTIONS