



2019_1 EXAMINATION
FACULTY OF SOCIAL SCIENCE
DEPARTMENT OF TOURISM STUDIES

Course Title: **Tourism Sales and Marketing**

Course Code: **TSM 305**

Course Unit: 2

Time Allowed: 2: 00hrs.

Instruction: Answer Question 1 and any other 2 Questions

Question1(a): Briefly explain the term ‘Tourism Marketing’ (10Marks)

Question1(b): Briefly explain the need for integrated effort in the marketing process (10Marks)

Question 1(c): Explain the importance of good consumer relations in hospitality and tourism marketing (10marks)

Question 2: Describe the following components of tourism:

(i). Attraction (8marks) (ii) Amenities (6marks) (iii) Accessibility (6marks)

Question 3: Explain the importance of marketing in tourism and hospitality (20 Marks)

Question 4(a): Briefly explain the characteristics of ‘Services Marketing’ (15 Marks)

Question (b): Briefly describe the similarities between goods and services (5 Marks)

Question 5: Briefly describe the basic tourism marketing information system (20 Marks)