



Uva Wellassa University
Faculty of Management



**Degree of Bachelor of Business Management in Hospitality, Tourism and Events
Management**

SECOND YEAR FIRST SEMESTER EXAMINATION –AUGUST/SEPTEMBER 2014
HTE 271-2 Marketing Strategies for Leisure Industry

Instructions to candidates:

No. of pages : One (01)
No. of questions : Six (06)
Time : Two (02) Hours
Marks allocated : 100 Marks
Answer any **four (04)** questions

01. "Marketing is not a separate activity of a business and it should be viewed as the entire business itself". Justify this statement giving examples from tourism industry. (25 Marks)
02. i. Define the concept of Tourism Marketing. (05 Marks)
ii. Brief out Five (05) unique characteristics of Tourism Marketing. (10 Marks)
iii. Discuss approaches for market segmentation in tourism (10 Marks)
03. Discuss in detail the role of **frontline** employees in marketing tourism and leisure services. (25Marks)
04. Elaborate the different strategies which could be employed in marketing Uva as a tourist destination. (25 Marks)
05. Positioning elements and brand personality plays a crucial role for any destination to attract its target customers constantly. Identify and discuss positioning elements and brand personalities for the following destinations in Sri Lanka.
Sigiriya, Nuwara Eliya, Colombo, Kalpitiya, Arugambay (25 Marks)
06.
i. What are the benefits of a strong destination image? (3 Marks)
ii. Explain the benefits of a strong brand to both buyer and seller (4 Marks)
iii. Illustrate Theodore Levitt's product class classification with examples from tourism industry. (8 Marks)
iv. Compare and contrast competitive vs collusive pricing strategies in tourism marketing (10 Marks)