

Uva Wellassa University

Faculty of Management

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

Management

SECOND YEAR FIRST SEMESTER EXAMINATION – DECEMBER/JANUARY 2017

HTE 271-2-Marketing Strategies for Leisure Industry



Instructions to candidates:

- No. of pages : Three (03)
No. of questions : Five (05) Essay Questions
Time : Two (02) hours
Marks allocated : Hundred (100 Marks)
Answer any four (04) questions.

1.

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”.

a) Briefly explain the following terms with examples from the leisure industry.

- I. Markets :
II. Products :
III. Customer value :

(06 Marks)

b) Briefly explain the importance of marketing practices for leisure industry.

(09 Marks)

c) “A restaurant has a great reputation as the result of providing consistent food for over ten years. The restaurant is full every weekend and has above-average business during the week. The manager claims that they do not practice marketing because they do not need marketing; they have enough business now”. Is it true that this restaurant does not practice marketing? Discuss your answer with examples.

(10 Marks)



2.

“One of the most important tasks of a hospitality business is to develop a strong service culture. The service culture focuses on serving and satisfying the customer. The service culture has to start with top management and flow down”.

a) What is meant by service culture?

(03 Marks)

b) Illustrate how a hotel, restaurant, or theater can deal with the intangibility and perishability of the service it provides. Give specific examples.

(12 Marks)

c) Briefly explain the tangible evidences in the leisure industry with suitable examples.

(10 Marks)

3. Employees are a critical part of the marketing mix of the tourism and hospitality industry. Therefore, the human resource and marketing departments must work closely together,

a) Briefly explain the approaches that can be used to develop the employees knowledge and skills to deliver a better quality customer service in hospitality businesses.

(15 Marks)

b) How does a tourism sector organization can manage its service capacity and demand? Briefly explain with examples.

(10 Marks)

4.

a) Suppose that you are in charge of designing a consumer advertisement for a hospitality or travel organization. How would you determine the message of that advertisement? Discuss.

(15 Marks)

- b) Apply the five stages of the buyer decision making process to select a destination for your next vacation.

(10 Marks)

5. Write short notes on the followings.

- a) E-mail Marketing in Leisure Industry
- b) Marketing Mix of Hospitality and Tourism
- c) Destination Marketing
- d) Marketing Environment in Leisure Industry
- e) Event Marketing

(5×5=25 Marks)

