

Marketing Strategies for Leisure Industries  
2<sup>nd</sup> Year 1<sup>st</sup> Semester - 2015

Part B- Essay Questions

2015

Answer three (03) questions including question no one (01)

Marks allocated: Forty Five Marks (45)

1)

Suppose that you are an employee of a destination marketing company. The company is received some information about lesser tourist attractions in Badulla area. Therefore, you have been asked by the company to do a survey on those areas and develop new tour packages targeting the potential customers. The survey report should be included, the name of the project, description on the area, potential tourism products and services, information sources and potential customers etc.

(15 Marks)

2)

a) "The application of the marketing concept to an organization involves putting the customer at the centre of all decision making processes in the business". Do you agree? Justify your answer with related examples from tourism industry.

(08 Marks)

b) The application of marketing concepts in business organizations involves an understanding of a number of theoretical disciplines. Explain two (02) disciplines that are mostly adopted by tourism businesses.

(07 Marks)

3)

a) "Culture is an integral part of the hospitality and travel business. Therefore, the marketers in that businesses, continuously try to identify the cultural shifts in order to devise new products and services that might find a receptive market". Explain with related examples.

(08 Marks)

b) "A couple lives in Australia plan to visit Sri Lanka through a travel agent". Explain their buyer decision process to visit Sri Lanka.

(07 Marks)



4)

To reduce the uncertainty caused by service intangibility, buyers look tangible evidence that will provide information and confidence about the service. Explain the tangible evidences used by the following hospitality businesses.

- |                                   |            |
|-----------------------------------|------------|
| I. Event management organizations | (03 Marks) |
| II. Restaurants                   | (03 Marks) |
| III. Travel agencies              | (03 Marks) |
| IV. Hotels                        | (03 Marks) |
| V. Water sport center             | (03 Marks) |

