

Uva Wellassa University

Faculty of Management

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

Management

SECOND YEAR FIRST SEMESTER EXAMINATION – JUNE/JULY 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 essential of effective marketing practices for leisure industry with suitable examples.

(10 Marks)

- b) A fine dining restaurant in Colombo has a great reputation as the result of providing consistent food for over the last decade. The restaurant is full every weekend and has above-average business during the week days. The owner of the restaurant claims that he does not practice marketing because he does not need marketing; since, he has enough business right now. Is it true that this restaurant does not practice marketing? Discuss your answer with suitable examples.

(15 Marks)

(Total Marks 25)



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) Briefly explain the service culture of a hospitality organization with suitable illustrations.

(15 Marks)

- b) Briefly discuss strategies that can be used by the hospitality organizations for example a tourist hotel to face the limitations brought through the special characteristics of the services.

(10 Marks)

(Total Marks 25)

3.

- a) "The application of the marketing concept to an organization involves putting the customer at the Centre of all decision making processes of the business". Do you agree? Justify your answer.

(15 Marks)

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

(10 Marks)

(Total Marks 25)

4.

a) You are in charge of designing a consumer advertisement for a hospitality organization. How would you determine the message of the advertisement? Explain.

(15 Marks)

b) Suppose that you are planning to have a vacation in a foreign country in next summer vacation. Apply the five stage model of the Consumer Buying Process to select a destination for your next vacation.

(10 Marks)

(Total marks 25)

5. Write short notes on the followings.

- a) E-mail Marketing in Leisure Industry
- b) Hospitality and Tourism marketing mix
- c) Destination Marketing
- d) Marketing Environment in Leisure Industry
- e) Tangible evidence in Leisure Industry

(5×5=25 Marks)

