

EXAMINATION ANSWER SHEET

Module: **HOSPITALITY AND TOURISM MARKETING**

Question ONE

a) The customer treated in such a shabby manner, reasons might be:

- The employee wanted to leave early.
- The employee was suffering from a headache.
- The employee had personal or family problems

b) As the supervisor of the employee in the scenario, I may take some of the following actions:

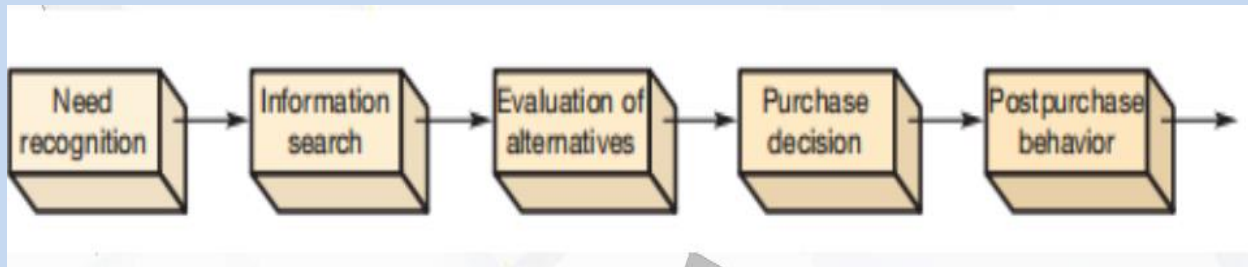
- Have a conversation to know why
- Give advice
- Give warning
- Punishment
- Rotation
- Etc.

I. Benefits of market segmentation:

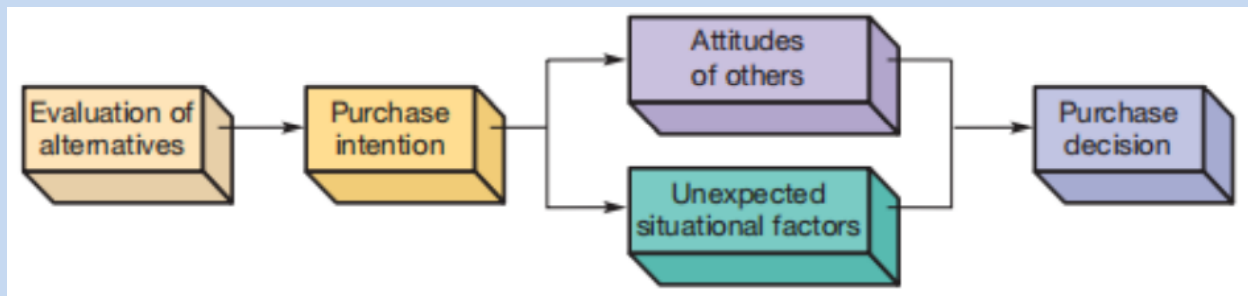
- ✓ Higher Rate of Success
- ✓ Increases Profitability
- ✓ Increases Competitiveness
- ✓ Retention of Customer
- ✓ Creates and Provides Market Opportunities
- ✓ Effective Market Campaigning
- ✓ Wise and Efficient Use of Resources
- ✓ Higher Customer Satisfaction
- ✓ Cost-Efficient
- ✓ Know your Customer Better

Question TWO

Description of Buyer Decision Process:



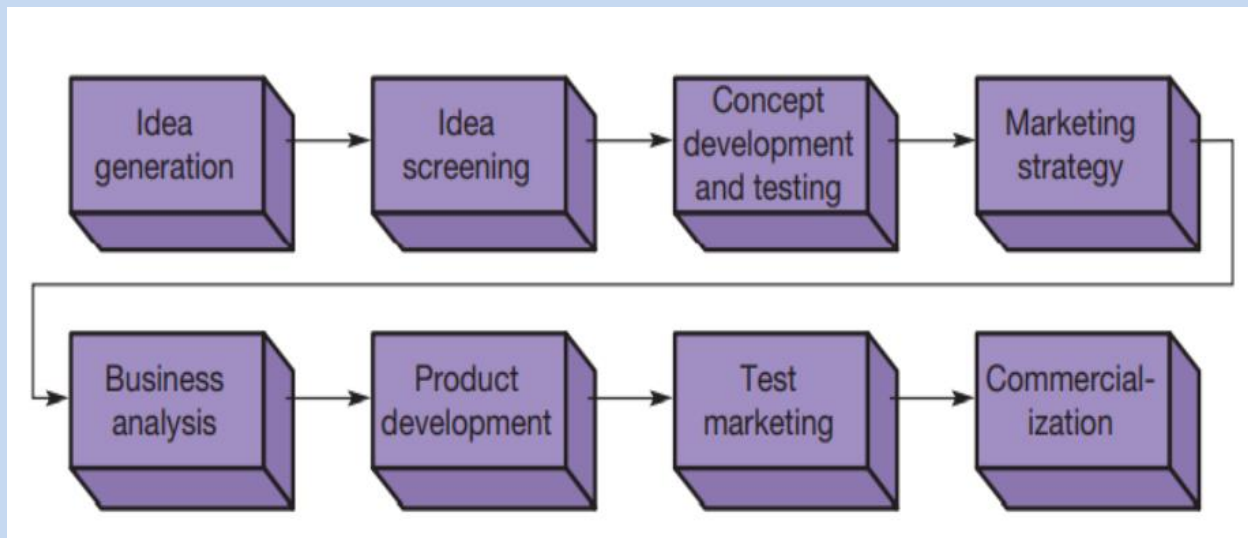
Buyer decision process



Evaluation of alternative process

Question THREE

Major stages in new product development process:



Question FOUR

Promotional strategies for hospitality and tourism products/services

- ✓ Contests as a Promotional Strategy
- ✓ Social Media Promotion
- ✓ Mail Order Marketing
- ✓ Product Giveaways and Samples
- ✓ Point-of-Sale Promotion and End-Cap Marketing
- ✓ Customer Referral Incentive Program
- ✓ Branded Promotional Gifts
- ✓ Customer Appreciation Events
- ✓ OTHERS includes consumer promotion (samples, coupons, rebates, price-off, premiums, contests, demonstrations), trade promotion-buying allowances (free goods, cooperative advertising, and push money), and sales force promotion (bonuses and contests).

Question FIVE

The following are FIVE Examples Hospitality and Tourism distribution channels:

A) Online Travel Agency (OTA): Online travel agencies (OTAs) conduct business through the Internet with no physical locations or stores. OTAs account only about 6.5 percent of a hotel's reservation

B) Direct Booking: On average, reservations received directly at the hotel account for 54.3 percent of a hotel's reservations, but only 46.5 percent of the revenue. Managers often like to encourage direct booking because of the low transaction costs.

C) Global Distribution Systems: Global distribution systems (GDSs) are computerized reservation systems that serve as a product catalog for travel agents and other distributors of hospitality products. These reservation systems were originally developed by the airlines to promote sales. There are four main GDSs: Amadeus, Galileo, Sabre, and Worldspan.

D) Travel Agents: One way of reaching a geographically diverse marketplace is through travel agents. The number of travel agents has been decreasing in recent years due to the growth of direct booking and customers self-booking travel on the Internet. Today the majority of airline reservations are booked directly on the airline's Web site

E) Hotel Representatives: Hotel representatives sell hotel rooms and hotel services in a given market area. It is often more effective for hotels to hire a hotel representative than to use their own salesperson

Tour Wholesalers: Tour wholesalers assemble travel packages usually targeted at the leisure market. These generally include transportation and accommodations but may include meals, ground transportation, and entertainment.

END!