

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II, Semester VI) – December 2017

HLM 2303 – Hospitality and Tourism Marketing

Three (03) Hours

Answer **FOUR (04)** questions in all **INCLUDING** question number one (01)

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01. Details of “Taste the Best” restaurant and its’ current situation are given below.

“Taste the Best” is a restaurant in the city center of Colombo selling Sri Lankan vegetarian food. They provide all three meals; breakfast, lunch and dinner for a fairly reasonable price. It has options of both dine-in and take away with a lot of office crowd coming in as customers. Their main strengths are the location of the restaurant and value for money meals.

Even though “Taste the Best” has been in operation for more than ten years, the Marketing Manager of the restaurant is now realising the need to strengthen its marketing activities due to three reasons. Firstly, their customers are limited to the office crowd of the neighbourhood. Secondly, they are facing an issue of less crowd coming in for breakfast and dinner compared to lunch. Thirdly, they have observed that the customer count during the weekend is quite low. There is a need to solve these issues immediately in light of the restaurant’s future expansion plans. The existing marketing activities include a small bill board in front of the restaurant and a Facebook page which is not active. Within this context, there is a big question in the mind of the Marketing Manager as to how to strengthen the marketing activities of “Taste the Best” to attract more customers.

- i. Explain the concept of Time of Day Tourism Marketing and its applicability to “Taste the Best” restaurant.

(11 marks)

- ii. Explain how the restaurant can use the 7Ps to strengthen its marketing activities within the context of Time of Day Tourism Marketing.

(14 marks)

**(Total 25 Marks)**

02. Branding has become essential in the hospitality and tourism sector due to the increasing competition.

i. Briefly explain the benefits of having a brand in the context of hospitality and tourism.

(05 marks)

ii. Select a hospitality and tourism brand of your choice and apply it to the Brand Resonance Model from the point of view of a customer.

(10 marks)

iii. Tourist created content has become a major part of a hospitality and tourism brand today. Explain the five (05) types of tourist created content with examples.

(10 marks)

**(Total 25 Marks)**

03. As a rapidly evolving subject area, hospitality and tourism marketing deals with many new concepts like sustainable tourism marketing and sharing economy.

i. "Sustainable tourism marketing is all about protecting the environment". Do you agree? Justify with theory and examples.

(12 marks)

ii. Evaluate the concept of "sharing economy" within the context of hospitality and tourism.

(13 marks)

**(Total 25 Marks)**

04. Customer segmentation has become an important exercise in hospitality and tourism due to the volatility of the industry.

i. Briefly explain priori and posteriori means of segmentation.

(05 marks)

ii. Explain five (05) determinants of selecting a destination from a customer's point of view with an example of your choice.

(10 marks)

iii. Explain with examples five (05) psychological determinants of demand.

(10 marks)

**(Total 25 Marks)**

05. Write short notes on any five (05) of the following:

- i. Dark tourism
- ii. Tourism experience
- iii. The green paradox
- iv. Hospitality and tourism marketing offer
- v. Retail agencies in the tourism distribution channel
- vi. Meta search engines in the tourism distribution channel
- vii. Marketing performance measures
- viii. New product pricing strategies

(5 x 05 marks)

**(Total 25 Marks)**

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