

2912/301
2918/301
TOURISM MARKETING
July 2022
Time: 3 hours



THE KENYA NATIONAL EXAMINATIONS COUNCIL
DIPLOMA IN TOURISM MANAGEMENT
DIPLOMA IN TOUR GUIDING MANAGEMENT

MODULE III

TOURISM MARKETING

3 hours

INSTRUCTIONS TO CANDIDATES

*This paper consists of SEVEN questions.
Answer any FIVE questions in the answer booklet provided.
Maximum marks for each part of a question are as shown.
Candidates should answer the questions in English.*

This paper consists of 2 printed pages.

Candidates should check the question paper to ascertain that both pages are printed as indicated and that no questions are missing.

1. (a) Vindas Safaris tour firm targets explorer tourists. Explain **five** reasons why the firm targets these type of tourists. (10 marks)
- (b) Some tour firms use outdoor advertisement to reach their potential customers. Outline **five** advantages of choosing this promotion method. (10 marks)
2. (a) Tourist destinations conduct consumer surveys on their visitors. Explain **five** reasons why this is done. (10 marks)
- (b) Describe **five** demographic aspects that influence consumption of the tourism product. (10 marks)
3. (a) Outline **five** advantages of using social media to market a tourist destination. (10 marks)
- (b) Explain **five** reasons why it is important to have a marketing budget. (10 marks)
4. (a) Explain **five** reasons why a destination targets domestic tourists. (10 marks)
- (b) Describe **five** natural disasters that are likely to affect a tourist destination. (10 marks)
5. (a) A tourist circuit in East Africa has been recently affected by negative publicity. Outline **five** measures that the marketing department in the region should take in order to regain its image among visitors. (10 marks)
- (b) Explain **five** reasons that make researchers to choose online questionnaires to collect feedback from guests. (10 marks)
6. (a) Explain **five** consequences of failing to implement a marketing plan in a tourist destination. (10 marks)
- (b) Maasai Mara National Reserve in the South Western Tourist Circuit is preferred by many visitors to the region. Explain **five** factors that may account for this preference. (10 marks)
7. (a) Describe **five** sources of guests to a newly established five-star accommodation facility in Kenya. (10 marks)
- (b) Explain **five** challenges that are faced by marketers of Kenya's tourism product. (10 marks)

THIS IS THE LAST PRINTED PAGE.