MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY MGT

MODULE: DIGITAL TOURISM AND HOSPITALITY MARKETING

CODE: THM 221

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: MRS R NYANDIMA

INSTRUCTIONS

1. Answer any **four** questions **only**.
2. Each question carries 25 marks
3. Start a new question on a fresh page
4. Total marks 100

QUESTION 1

a) Discuss any 5 factors that influence the success or failure of digital marketing strategies implemented by tourism and hospitality businesses   [10 marks]

b) Describe the advantages that hotels might gain by adopting WhatsApp marketing   [15 marks]

QUESTION 2

a) Citing relevant examples, explain how the following digital marketing tools operate;

   (i) Pay per Click   [4 marks]

   (ii) Guest blogging   [3 marks]

   (iii) Search Engine optimisation   [3 marks]

b) Identify and explain any five criteria that tourism and hospitality businesses might use to choose the best digital marketing tool.   [13 marks]

QUESTION 3

a) Describe any three types of websites that tourism and hospitality businesses might adopt   [10 marks]

b) Explain any five challenges faced by most hotels when implementing digital marketing   [15 marks]

QUESTION 4

a) In relation to tourism outline the steps involved in the consumer decision making process   [15 marks]

b) Explain any 5 forms of content marketing in relation to digital tourism marketing.   [10 marks]

QUESTION 5

 (a) Explain the following terms as used in the management of digital marketing platforms

  (i) Agency   [4 marks]

  (ii) Campaign creation   [3 marks]

  (iii)Pitching   [3 marks]

 (b) Justify any five digital marketing skills that tourism marketing managers are expected to have   [15 marks]

QUESTION 6

Using examples to illustrate your answer discuss any ten advantages of email marketing   [25 marks]

END OF EXAMINATION