INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

# FACULTY OF BUSINESS MANAGEMENT

## END OF SEMESTER EXAMINATIONS - DECEMBER 2025

**PROGRAMME: BTHM**
**YEAR/SEM: YEAR 3/SEMESTER 1**
**COURSE CODE: BTHM 3104**
**NAME: TOURISM DESTINATION PROMOTION & MARKETING**

**DATE:**
**TIME:**

**INSTRUCTIONS TO CANDIDATES:**

## SECTION A

*• Section A is compulsory but Attempt only ONE question of your choice*

**Question 1:**

CASE STUDY Question 1

Background:
The students of Tourism and Hospitality from the International University of East Africa (IUEA) undertook a one-day academic field tour to Across the Nile Resort & Adventure Park in Jinja, Uganda. The facility, newly entering business operations, offers a range of products and services such as non-alcoholic hot and cold beverages, fantastic meals from the Nile Crocodile Bite Restaurant, river-view cottages, water slides, camping grounds, horse riding at the Source of the Nile, thrilling boat cruises, and event venues for weddings and conferences. The management's primary goal is to promote the destination effectively to attract both domestic and international tourists and maximize revenue generation.

Questions

a) Discuss the key destination marketing strategies that Across the Nile Resort & Adventure Park can use to position itself as a unique tourism and hospitality destination in Uganda. *(10 marks)*

b) Evaluate how digital marketing tools can be integrated into the resort's promotional campaign to enhance visibility and attract visitors. *(10 marks)*

c) Identify and analyze possible target market segments for the resort and recommend how management can tailor its products and services to meet their specific needs. *(10 marks)*

d) Critically assess the role of partnerships and collaborations in promoting the new destination and ensuring sustainable growth. *(10 marks)*

**Question 2:**

CASE STUDY Question 2

Background:
During the same academic field tour, students observed operations across the resort's facilities restaurant services, event management, accommodation, recreational activities, and customer handling processes. Despite the resort's appealing offerings, several incompetencies were identified, including delays in service delivery, lack of professional customer care, poor signage, and inadequate marketing communication. The management seeks recommendations on how to enhance service quality and maximize revenue from its diverse facilities.

Questions (40 marks ):

a) Examine the major operational challenges affecting service quality and customer satisfaction at the resort, and explain how these challenges can impact its overall reputation. *(10 marks)*

b) Propose a service quality improvement plan using a recognized model or the 5-gap model) to address the observed incompetence's and improve customer experiences. *(10 marks)*

c) Discuss how product diversification and pricing strategies can be applied to optimize revenue from the resort's facilities such as the restaurant, cottages, Adventure Park, and event venues. *(10 marks)*

d) Recommend practical human resource development and training initiatives to build staff competence, professionalism, and motivation in line with hospitality service standards. *(10 marks)*

## SECTION B

*• Attempt any three questions of your choice from section B*

**Question 1:**

Question 1
A coastal resort is affected by new government taxation policies and stricter environmental regulations. At the same time, tourists are showing increased interest in eco-friendly accommodations.
Required: Discuss how *political* and *social* macro-environmental factors are influencing the resort's marketing strategy. (20 marks)

**Question 2:**

Question 2
You have been appointed marketing manager for a national park. Visitor numbers have been declining.
Required: Explain how you would use market segmentation to increase visitation and satisfaction among different tourist groups. (20 marks)

**Question 3:**

Question 3
A Safari Company introduced a new adventure tour two years ago. Sales have stabilized but are no longer growing.
Required: Identify the product life cycle stage and recommend marketing strategies to extend the product's maturity. (20 marks)

**Question 4:**

Question 4
Guests complain that service quality at a city hotel varies depending on the time of day and which staff are on duty.
Required: Discuss which characteristics of services apply here and how management can minimize these challenges. (20 marks)

**Question 5:**

Question 5

A luxury cruise line wants to reposition itself to attract younger travelers.
Required: Propose adjustments to *four elements* of the marketing mix (7Ps) that would appeal to this target market. (20 marks)

**Question 6:**

Question 6
A boutique hotel spends heavily on online ads but has very few repeat guests.
Required: Suggest *five customer retention strategies* the hotel could implement to improve loyalty. (20 marks)

**Question 7:**

Question 7
a) Assess the role of *public relations (PR)* as the “fifth P” in 21st-century tourism marketing.( 10 marks)

b) Provide examples of successful PR campaigns in hospitality. (10 marks)

**Question 8:**

Question 8
a) Discuss the relationship between *personal selling* and *sales promotion* in hospitality. (10 marks)

b) How does an effective sales force create and communicate value to customers? (10 marks)

**Question 9:**

Question 9

a) Explain the concept of *competitive advantage*. (10 marks)

b) Discuss strategies a tourism enterprise can use to maintain an advantage in a highly competitive market.

**Question 10:**

Question 10

a) Describe the importance of *branding and packaging* in tourism marketing. (10 marks)

b) How do color, logo, and brand equity influence consumer perception? (10 marks)

**Question 11:**

Question 11
a) Discuss various *pricing strategies* used in tourism and hospitality industries, (10 marks)

b) Evaluate when each strategy is most appropriate. (10 marks)

**Question 12:**

Question 12
“Quality is not cheap.” Discuss this statement in relation to price–value perception in the hospitality industry. (20 marks)