

1. Explain the **marketing mix** and its application in the tourism Product. Give example. [6]
2. a) Highlight **six criteria** that the **prices** for a destination's facilities and services have to meet. [6]
- b) Outline **ten Key tourism pricing criteria** for travel and tourism products and services. [10]
3. a) Identify different **categories** for items imported to support tourism i.e. (leakage). [6]
- b) It may be possible for a country to **reduce** leakage without handicapping the product and the marketing mix. Explain how this can be achieved. [6]
4. Explain the **three criteria** of project feasibility study in tourism. [6]
5. Shortlist **eight most important** hotel features irrespective of the particular category of establishment, that management in tourism sector must consider. [8]

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