PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER TWO EXAMINATIONS, 2026

ABERYSTWYTH BUSINESS SCHOOL

AB39220: TOURISM MARKETING

Time allowed: 2 hours

MAE MODD I FYFYRWYR GYFLWYNO ATEBION I'R PAPUR HWN NAILL AI YN Y GYMRAEG NEU'R SAESNEG

STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Please answer THREE from the FIVE questions below.

This exam contributes **60%** of the overall module mark. All questions are worth equal marks.

Marks Available: **100**

Once seated, students may complete the front cover of the answer book(s) and the attendance slip ONLY.

DO NOT TURN THE EXAMINATION QUESTION PAPER OVER UNTIL INSTRUCTED TO DO SO.

Please answer **THREE** from the **FIVE** questions below.

Use examples to illustrate your answers.

1. Describe the concept of market segmentation, the rationale and the goal. Which type of market segmentation criteria are prioritized in tourism markets and why do you think that is so? Use examples to illustrate your answer.

2. Discuss the main aspects and importance of each of the Ps of the extended services marketing mix (7Ps). Apply this model to a tourism organisation of your choice and critically evaluate its effectiveness.

3. Define what is meant by distribution channels and explain the criteria that can be used for choosing the most appropriate set of tourism distribution channels for a hotel operator. Use examples to illustrate your answer.

4. Based on Pine and Gilmore's (1998) Progression of Economic Value, critically discuss the difference between service marketing and experiential marketing. Use examples to illustrate your answer.

5. Evaluate how the main characteristics of services, are different to physical goods. What is unique about tourism services? How do these characteristics affect the marketing of services and especially the marketing of tourism?

END OF PAPER