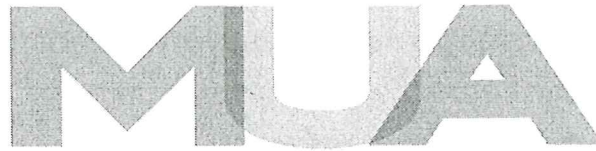


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**POSTGRADUATE UNIVERSITY EXAMINATIONS**

**SCHOOL OF MANAGEMENT AND LEADERSHIP**

**DEGREE OF DOCTOR OF IN BUSINESS ADMINISTRATION**

**DMS 903 :           ADVANCED MARKETING**

**DATE:                9<sup>TH</sup> AUGUST 2024**

**DURATION: 3 HOURS**

**MAXIMUM MARKS: 50**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write **all your answers in the Examination answer booklet provided.**

## QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

### EVENT-TOURISM MARKETING

Getz (2007) argues that, although there is no known formal definition of event-tourism, it is a well-known contemporary marketing issue that involves event planning, infrastructure preparations, media production and communication management. As with all contemporary issues in marketing, event-tourism marketing also entails, acquisitioning/sourcing of assets, allocation/control of funds, human resources and other resources to achieve the objectives of the destination/host. Most scholars agree that event-tourism is part of Special Interest Tourism (SIT), where travellers embark on a journey with a primary motivation of visiting/partaking in a specific activity (George, Henthorne & Williams, 2018; Getz, 2007).

Getz (2008) further defines event-tourism marketing as a systematic plan to develop and market events at a specific destination for those travelling in pursuit of SIT. Getz and Page (2016); George et al (2018) agree that, it's not clear whether 'event-tourism' as a term was used at all prior to 1987, what is clear from most researchers and scholars is that, the term gained some steady popularity following a document from The New Zealand Tourist and Publicity Department (1987) that reported, "event-tourism is an important and rapidly growing segment of international tourism". That document ignited a spark that saw this issue being the most talked about within the realm of SIT.

Calabuig, Camacho, Gonzalez-Garcia, & Sanz (2018) state that a well developed SIT strategy must include a clear framework for event-tourism, using an integrated approach aimed at development and marketing of all planned events at a particular destination. The demand characteristics represent the consumer perspective which display the following characteristics: increased importance of outdoor activities, awareness of ecological problems, educational advances, aesthetic judgement and improvement of self-improvement and society development goals (Camacho et al., 2018).

On the supply side, the characteristics represents the activities of the marketers as follows (Calabuig et al., 2018). Event-tourism marketing is seen as a "prime force in the expansion of tourism". This contemporary issue in marketing serves to indicate qualitative differences from those of mass tourism by highlighting 'socially just forms' of tourism.

Event-tourism programmes are clearly defined by the modern tourism descriptive prefixes such as *eco-tourism*, *adventure-tourism*, *cultural-tourism* etc. Event-tourism is widely recognised as a service sold to the tourist (consumer), the tourist experience is the product (Kim & Walker, 2012). As with all products the 'tourist experience' must be designed to highlight the benefits for the consumer, it must satisfy the consumer's needs, fit the consumer's budget and be communicated on platforms that are convenient to consumers (that is a wholistic view of the marketing mix).

During the process of marketing a tourism product, the marketers must focus on two facets of the following marketing mix components (Kim & Walker, 2012). *Product*: tourist experience is an intangible, and non-storable product/service.

Therefore, the quality of the product is directly related to the quality of the service a tourism business provides. – When purchasing air-tickets from FlightCentre, the consumer expects to be treated like she is on holiday already (at that particular time FlightCentre and SAA are one and the same to the consumer). *Price*: In determining the pricing strategy of the product marketers must consider the following three key factors, *operating costs*: which include *fixed costs* (these are costs that remain same regardless of the sales) and *variable costs* which include costs for remuneration, transportation, maintenance/repairs, cost of production etc. *profit margins*: the amount calculated from sales after all other business costs have been settled. *cost of distribution*: Commissions of intermediaries, these are fees paid to the intermediaries to distribute and sell your product. *Oppurtunity costs*: if resources are utilised for the development of tourism they cannot be used in other sectors of the economy; if labour is employed in tourism, it is not available for use by other sectors of the economy and if capital is invested in tourism, it cannot be invested in other projects (Almedia-Garcia., 2015). *Political instability and social conflict*: Countries that have experience long-drawn out periods of wars (Yuglosavia, Uzbekistan, Mali etc) experience little or not tourism al all during the war and during the rebuilding period (Almedia-Garcia., 2015). *Risk of imports flood*: Should the planned event be heavily reliant on imported goods and services, there is a risk that locally manufactured goods/production may be displaced (Almedia-Garcia., 2015).

There are numerous ways and mea to strategically incorporate event-tourism into a destination marketing strategy. The very first step is, to carry out secondary research - organisations should consider reviewing strategies of destinations that have experience in this field, Belaska (2015) illustrates with the following examples;- The city of Vienna in Austria hosts the world's largest music festival every year the 'Donauinselfest'. In 2014 it was attended by 3.1 million people and it went on without a glitch or security threats, 'Mawazine' is an annual cultural music festival that takes place in Rabat, a city in Morocco, it is organised by the royal family. In 2014, the festival saw 2.6 million attendees gathered. No incident/accident was report for the duration of the festival. The largest music festival held annually in the USA is known as 'Summerfest', it's held at the Henry Maier Festival Park in Milwaukee, Wisconsin. The festival takes place in Summer (June-July) and lasts for 11 days. In 2014 Summerfest attracted 850 000 festival goers and it is considered as one of the safest global events of the world. 'Rock in Rio' is a festival concept launched in Rio de Janeiro in 1985. It has since been franchised over five cities across Spanish and Portuguese speaking nations. Rock in Rio is the most successful music festival in South America, boasting a crowd of over 700 000 spectators in 2014.

#### Required:

- a. In your own opinion from the case, examine how service marketing can be adopted in the sector (10 marks).
- b. From the case study, examine three key service quality management practices (10 marks)
- c. Demonstrate five strategies event tourism marketing can adopt in their marketing to create customer value (10 marks)

**QUESTION TWO**

- a) Critically examine five key elements that constitute digital marketing (5Marks)
- b) Examine any two approaches that constitute content marketing (5 marks)

**QUESTION THREE**

- a) Demonstrate three components of innovative and emerging strategies in marketing (6 marks)
- b) Examine four forms of collecting data for primary research (4 marks)

**QUESTION FOUR**

- a) Argue four qualitative methods of demand forecasting (6 marks)
- b) Highlight five key steps in consumer buying process (4 marks)