

NOMBRE:

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# TOURIST PRODUCT MARKETING

## PRIMER PARCIAL

- EL EXAMEN TIENE UN VALOR DE 60 PUNTOS.
  - LEE DETENIDAMENTE CADA UNA DE LAS PREGUNTAS ANTES DE CONTESTAR.
  - CUALQUIER **INTENTO** DE COPIA SERÁ CASTIGADO CON LA SUSPENSIÓN DEL EXAMEN Y UNA CALIFICACIÓN EQUIVALENTE A **0 (CERO)** PUNTOS.
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QUESTION 1. ACCORDING TO WHAT WE COVERED IN CLASS, IDENTIFY A DIFFERENCE BETWEEN (6 PTS.)

A. THE GENERIC AND THE SPECIFIC TOURISM PRODUCT	
B. THE TOURISM PRODUCT FROM A <b>MARKET</b> OR A <b>CONSUMER</b> POINT OF VIEW	

QUESTION 2. IN THE CASE OF THE RECENTLY OPENED HOTEL WYNDHAM IN GUAYAQUIL, IDENTIFY AN EXAMPLE OF THE FOLLOWING (6 PTS.)

A. THE CORE PRODUCT	
B. THE TANGIBLE PRODUCT	
C. THE AUGMENTED PRODUCT	

QUESTION 3. IDENTIFY AN EXAMPLE OF EACH ONE OF THE FOLLOWING PRODUCT OPTIONS IN NEW AND EXISTING MARKETS (12 PTS.)

PRODUCT DEVELOPMENT	DIVERSIFICATION
MARKET PENETRATION	MARKET DEVELOPMENT

QUESTION 4. IDENTIFY IF THE STATEMENT IS TRUE **(T)** OR FALSE **(F)**. (10 PUNTOS)

- a) AN AIRLINE SENDING PROMOTIONAL EMAILS TO THEIR VIP CLIENTS IS AN EXAMPLE OF A B2B DISTRIBUTION STRATEGY. ( )
- b) THE PEST ANALYSIS IS EQUIVALENT TO THE IDENTIFICATION OF OPPORTUNITIES AND THREATS OF THE SWOT ANALYSIS. ( )
- c) GDS ARE CHEAP FOR SMALL SERVICE PROVIDERS. ( )
- d) IN BUYER BEHAVIOUR, YOU CAN ANALYSE HOW THE BUYER PROCESSES THE INFORMATION, BUT NOT THE BUYER RESPONSE. ( )
- e) ACCORDING TO MASLOW'S HIERARCHY, TOURISM WOULD BE A PHYSIOLOGICAL NEED. ( )

QUESTION 5. IDENTIFY **TWO** ADVANTAGES OF PRODUCT PACKAGING IN TOURISM FOR EACH, THE **CONSUMER** AND FOR THE **PRODUCER** (8 PTS.).

CONSUMER	PRODUCER
1.	1.
2.	2.

QUESTION 6. WHAT DO THESE INITIALS MEAN AND GIVE AN EXAMPLE OF EACH DISTRIBUTION CHANNEL (12 PTS.)

	MEANING	EXAMPLE
GDS		
OTA		
TSE		

QUESTION 7. CONNECT THESE IDEAS ABOUT MARKETING PLANNING WITH A LINE (6 PTS.)

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| <ul style="list-style-type: none"> <li>DIAGNOSIS</li> <li>PROGNOSIS</li> <li>STAKEHOLDER ANALYSIS</li> <li>MARKETING OBJECTIVES</li> <li>MARKETING MIX</li> <li>MONITORING AND EVALUATION</li> </ul> | <ul style="list-style-type: none"> <li>TARGETS AND GOALS</li> <li>INDICATORS AND MEASURES</li> <li>FORECASTING</li> <li>ADVERTISING</li> <li>EMPLOYEES</li> <li>SITUATION ANALYSIS</li> </ul> |
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