

$$\frac{15}{30} \quad \frac{2}{30} \quad \frac{7}{45} = \frac{24}{105}$$



Seat No. _____

FACULTY OF HOSPITALITY AND TOURISM
PRINCE OF SONGKLA UNIVERSITY, PHUKET CAMPUS
ANSWER SHEET

802-204 HOSPI MARKET IN THE DIGITAL AGE

Date: December 12, 2024

Time: 09.00-12.00 hrs.

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Part 1: Multiple choice

Question No.	A	B	C	D	Question No.	A	B	C	D
1.				☒	16.			☒	
2.				☒	17.				☒
3.				☒	18.		☒		
4.			☒		19.	☒			
5.				☒	20.		☒		
6.			☒		21.			☒	
7.			☒		22.		☒		
8.		☒			23.				☒
9.	☒				24.		☒		
10.		☒			25.				☒
11.	☒				26.			☒	
12.				☒	27.	☒			
13.			☒		28.		☒		
14.	☒				29.		☒		
15.			☒		30.		☒		

$$\frac{15}{30}$$

Part 2: Short answer

1. Describe the 7Ps of marketing as they apply to the hospitality industry.

1. place

2. people ✓

3. price ✓

4. provide

5.

1
—
5

2. Explain how a hotel can use social media to enhance its digital marketing efforts.

Because in hotel industry marketing so importance
in marketing can make a money for a hotel and
if you can manage good marketing can
make the hotel femouse and worldwide and
journey of hotel aswell.

1
—
5

3. Explain the concept of micro-moments in the customer journey.

0
1
5

4. What is the importance of email etiquette in hospitality.

many general guest will context to hotel with email mostly so email etiquette importance is can answer the most questions from guests and got some problem for guest also.

0
1
5

5. How has consumer behavior in hospitality changed post-pandemic?

0

1/5

6. What are the key digital touchpoints in hospitality ?

The key digital touchpoints in hospitality is the guests because when can make a content for guests happy can into touchpoints to the guests and can know guest tagesst.

0

1/5

Part 3: Essay Questions

1. What is the importance of content marketing in the hospitality industry. Explain the key components of an effective content marketing strategy and provide examples of how hotels can use storytelling and brand narrative to engage potential guests.

The importance of content marketing is can show about things, service, activity, or something interesting in hotel and can connect with customer to make content or video and can make interesting about hotel who watch a video or take a look the content.

4
15.

2. Explain the importance of SEO for hotels and outline key strategies to improve a hotel's search engine rankings. How can hotels identify and utilize the most effective keywords for their SEO efforts?

SEO is financial about hotel so can know about income and how much income per 1 year and know about something need to buy or something need to do and can calculate about financial in hotel industry.

1
15

3. Analyze the role of influencer marketing in the hospitality industry. Identify the key trends, strategies for identifying and collaborating with influencers, and the potential benefits for hotels. Provide examples to support your answer.

Influencer is good for hospitality industry cause
can influen for who follow them and can make
vedio content or share info or ~~incom~~ show about
unique of the hotel.

2
15.

End of Exam