

Department of Work, Employment Organisation

**MG316: Internationalisation of Tourism Products And Services
Resit Exam 2022-23**

Answer TWO questions!

Question 1: Why is Franchising such a dominant expansion strategy for hospitality firms into a global market?

Question 2: SMEs are integral to the Tourism Global Value Chain. What are the main opportunities and challenges?

Question 3: Discuss the four types of 'upgrading' opportunities in the Global Value Chain. What are the key challenges when firms or destinations aim to sustainably upgrade?

Question 4: Examine eTourism from both the consumer (demand driven eTourism) and supplier (supply-driven eTourism) perspectives.

Question 5: Lead firms, while relatively few in numbers in the hospitality and tourism industry, they maintain a particularly influential role. Why do we regard them as both, needed and contested?

END OF PAPER

Good Luck!

Tom Bourkel