

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION MAY 2014

TITLE OF COURSE: TOURISM MARKETING (BA 433)
DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 4

TIME ALLOWED: THREE (3) HOURS

- INSTRUCTIONS:**
1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5
 2. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B
 3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION
 4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

INSTRUCTIONS

ANSWER SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: BAZ BUS

Baz Bus was established in 1995 when Barry "Baz" Zeidel, the founder of the company employed a driver to shuttle backpackers from Johannesburg to Cape Town. Today this unique "hop-on-hop-off door-to-door" bus service provides transport for travellers between backpacking and lodges around South Africa. Specifically designed for budget travellers and backpackers, the Baz Bus collects them and drops them off. Over the years the company has grown to become one of the most formidable forces in the backpacking tourism industry in South Africa, transporting an average of 15 000 independent travellers annually. Today the Baz Bus employs more than 40 staff members in South Africa and has offices in Cape Town (Head Office) and Durban. It has a fleet of 10 semi-luxury 19 seater buses equipped with on-board TVs and videos.

Baz Bus offers cheap, flexible travel and provides transport to more than 180 hotels. Baz Bus reaches out-of-the-way areas not covered by other transport providers. The concept is simple: backpackers purchase one ticket to their final destination and then hop-on-and off anywhere along the way with no time limits. Since inception, the company has functioned on the basic philosophy of transport for low-budget travellers and is thus an affordable way of exploring South Africa. Baz Bus caters for all backpackers and the young at heart. Currently it visits more than 40 towns and cities around South Africa and includes a stop in Swaziland. The company operates using a scheduled timetable that allows travellers to know exactly where they will be and when they will arrive at a hostel or lodge. The company is involved in community projects and has been the donor for many local charities. Ninety percent of the Baz Bus clients are international and the remaining ten percent are local. Their customers are from the UK, Germany, USA, Netherlands, Ireland, Australia and Scandinavia. Baz Bus's international markets are mainly reached international youth and backpackers trade shows. Generally the company attends two of these shows annually. Baz Bus also attends the Tourism Indaba, South Africa's biggest trade show annually.

Baz Bus also advertises in the General Sales Agent (GSA) trade magazine and places adverts in any magazine that features South Africa backpacking industry. According to Yael Duncan, Marketing Manager of Baz Bus, the company's main form of promotion is through intermediaries and suppliers such as hotels, youth and student travel agents. Yael said, "One of our biggest challenges is to place some of our advertising overseas so that the travellers may book before they fly." She added, "It is however very expensive to place adverts in overseas media. Baz Bus also places adverts in local backpacker travel guide. In addition, Baz Bus produces flyers which are distributed to all the backpackers or hotels along their route. Baz Bus is a member of the Backpacking South Africa (BSA), a marketing organization representing the South Africa backpacking industry. According to Yael, BSA is becoming known as the mouthpiece for the South Africa backpacking industry. They are trying to lobby South Africa tourism for increased promotion of the backpacking industry abroad.

When one considers what South Africa has to offer backpackers - diverse attractions, climate, value for money (VFM), door-to-door transport – the future does indeed look bright for Baz Bus.

QUESTIONS

1. What are the objectives of advertising for Baz Bus? (5)
2. As a marketing manager for Baz Bus, how would you promote the company internationally? (10)
3. Discuss the reasons why Baz Bus targets much of its promotion activities to trade shows (5)
4. How could the Baz Bus attract more South African backpackers? (5)

TOTAL: 25 MARKS

SECTION B

INSTRUCTIONS

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the concept of tourism offering life cycle indicating the strategies that the tourism marketer can use at each stage. (15)
- b. Briefly discuss the functions that internet can play in tourism marketing. (10)

TOTAL: 25 MARKS

QUESTION 3

- a. Discuss the internal factors that affect pricing decisions in tourism marketing. Illustrate your understanding by using a practical example in each case. (15)
- b. Define an intermediary. Briefly discuss the benefits of intermediaries to the tourism business and to the tourism consumers. (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss the five service quality (SERV QUAL) gaps that may lead to unsuccessful service delivery in tourism marketing. (15)
- b. Write short notes on the following: (10)
 1. Business Tourism
 2. Sustainable Tourism

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the five personal factors that affect consumer behaviour as it relates to tourism marketing. (15)
- b. Briefly discuss the five types of online direct marketing techniques that a tourism marketer can utilize to reach the customer. (10)

TOTAL: 25 MARKS