

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2015

TITLE OF PAPER : INTRODUCTION TO TOURISM MARKETING
COURSE CODE : BA 325 FULL TIME
TIME ALLOWED : THREE (3) HOURS

INSTRUCTS :

1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (6)
2. SECTION A IS COMPULSORY
3. ANSWER ANY THREE (3) QUESTIONS IN SECTION B
4. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE INDICATED ALONG SIDE THE QUESTION.

NOTE :

MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH, AND FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR USE OF RELEVANT EXAMPLES.

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

INCOMPETENT SAA IN A CLASS OF ITS OWN.

Traveller offered \$50 compensation for “luxury” trip from hell.

There are reasons passengers fly business class – such as the extra space and comfort and the “high-end” perks. If they travelled economy they’d save thousands of rands.

The difference between the two classes is especially marked two classes is especially marked on international flights, from the moment economy ticket holders are herded into long queues before spending the next 10 hours with a fellow passenger’s elbow in their ribs. Its understandable that the more we spend on a service, the more special the treatment we expect. And why not we get what we pay for, right?.

Not always. Business class flyer Coral Lynn Campbell did not. Neither at the time nor later, when she complained. The Johannesburg communications specialist had to endure one blunder after another when she flew to London with SAA in July.

First, there was no priority boarding, then the stairs to business class were not operable, the pillows were dirty and the in flight entertainment was broken. Campbell’s experience was not one benefitting the more than E46 000 ticket price.

Adding insult to injury was a flight attendant’s response when Campbell complained to her. The attendant smiled “It’s a pleasure” suggesting she either hadn’t heard a word Campbell had said or, worse, was trying to be clever. Later, after a Swedish passenger next to her pointed out that the pillow on her seat was dirty, Campbell told attendants she was embarrassed at the poor service being rendered. Following this, the flight captain approached Campbell and apologised, assuring her that nothing else would go wrong. But it did. Neither women’s in flight entertainment system worked, even after several reboot attempts.

A furious Campbell later emailed SAA, saying there was no excuse for the shocking service she’d received after paying an exorbitant amount. I expect a response from you to include how I will be reimbursed after paying for a service which was not rendered, she wrote.

The airline took a month to reply, and then only after Campbell had twice chased it up. The contents of SAA’s email incensed Campbell even further. Not only did it simply trot out “corporate speak and marketing garbage”, it offered compensation of \$50.

Campbell e-mailed SAA that this was an insult and an absolute joke. “Do you honestly believe that if I could afford to pay for a flight as costly as this, offering me R537 would be a gesture of goodwill ?” Were the situation not so serious in terms of lack of service delivery, I could be forgiven for thinking that I am being pranked by SAA.

She wanted a more “sincere and appropriate” response, she wrote, and would welcome the opportunity to discuss the matter face to face with a senior customer services manager. Her email was ignored. After the Sunday Times took up her complaint, she eventually ended up,

at her insistence, with a meeting with Hennie Barnardt, head of customer services and VIP relations.

The manager, who Campbell said had a “clear grasp of customer service,” apologised profusely and made an alternative offer far more in line with the multiple failures.

She was offered two one way international upgrades, subject to seats available on the day of departure, valid for 18 months. Alternative a 25% discount off a future direct flight, or gratis Voyager miles.

The trouble with SAA’s offer, which it describes as “reasonable fair and compassionate” is that for Campbell to benefit, she has to give more business to SAA, an airline she no longer rates too highly.

As it is, she’s already locked into flying again with SAA this month – a business class booking she’d made before the disastrous July flight. “Most annoyingly, ‘the offer’ predicates that I must pay more money to SAA, before I received compensation,” Campbell said.” My greatest annoyance is that as a taxpayer I have actually paid towards receiving this extraordinary level of incompetence from SAA, and still its public relations arm spews out insincere spin in an attempt to cover up and appease a customer.”

Give Barnardt his due. When he got involved, he reported back in detail to Campbell on internal and external action taken regarding the failures, including staff disciplinary action, and Campbell finally felt she had been heard.

Details on the in flight entertainment issue, however, weren’t as reassuring. Barnardt’s email revealed that the airline was experiencing a problem that, “even once rectified on the ground,” posed a problem when the plane was airborne. “When the reboots does not help our technicians play a huge role in rectifying the problem, but only once the aircraft is on the ground” he wrote.

I asked SAA for clarity on the status of its problematic in flight entertainment. Spokesman Tlali Tlali said it was an “occasional occurrence” that did not affect all international flights. “We make every effort to ensure that our in flight entertainment is in working order, as operating flights without it, especially on long haul routes, can be somewhat unpleasant.”

Indeed. Just ask Campbell.

The Power Report. Megan Power. Sunday Times. December 7, 2014.

SECTION A

Q.1 Generally speaking, if you purchase an economy class ticket, what do you expect, especially on an international flight? (12 marks)

Q.2 When a Customer purchases a business class ticket, he or she expects very good service. Typically what are the minimum service levels expected?

(15 marks)

Q.3 The SAA frontline employee made things worse. How did she manage to do this?

(2 marks)

Q.4 How else did the airline annoy Campbell?

(4 marks)

Q.5 In your opinion was the final settlement package/offer appropriate? and why?

(7 marks)

SECTION B

Q.1 Tourism is a relatively new phenomenon, and a very popular area of study. Discuss with examples.

(20 marks)

Q.2 A number of approaches to the study of tourism are used. Discuss with examples the following approaches :

- (a) Product approach
- (b) Historic approach
- (c) Economic approach
- (d) Social approach
- (e) Systems approach

(20 marks)

Q.3 Getting the product right is important in marketing. Discuss with the use of relevant examples the important issues/elements in product decisions.

(20 marks)

Q.4 Demography is one of the important inputs in marketing. A number of demographic trends have had a significant influence on tourism. Discuss with examples.

(20 marks)

Q.5 The Service Quality Model (Serqual Model) also known as the Gap Model addresses quality service problems. With relevant examples briefly discuss Gap1 and its causes/reasons.

(20 marks)