

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
MAY 2013

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

INSTRUCTIONS:

- 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 ALONGSIDE 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.

SECTION A

CAESARS GAUTENG : RESPONSIBLE TOURISM DEVELOPMENT

CASE STUDY ADAPTED FROM HAIL CAESAR, PREPARED BY STRYDOM

On 2 April 1997 the Gauteng Gambling and Betting Board called for applications for casino licenses from all interested parties. To ensure that applications were restricted to realistic parties only, the Board asked for a steep E570 000 non refundable application fee. It furthermore indicated that applications would be assessed according to the following criteria:

- Financial viability of the project
- The experience of the operator in running a similar facility
- Environmental friendliness of the project
- Job creation, economic empowerment and tourism development
- Sound architectural impressions
- Capital investment, including size, quality and bulk infrastructure

The Board set out its objectives for awarding casino licences as follows:

- Depressed and declining areas must benefit from the impact of the development
- Casino facilities must create job opportunities and small contract opportunities for disadvantaged communities.
- Casino facilities must attempt to provide employees with required skills
- Investors must consider equity stakes for employees as well as equity participation for disadvantaged entrepreneurs and the broader community.

The Board's aim was to allocate casino licences without damaging the viability of existing casinos in South Africa, and to avoid or minimize destructive competition. The primary intent of the Board was to maximize positive economic development in the province.

On 25 February, 1998, the Board announced that Global Resorts South Africa's (GRSA) bid was successful, and on 20 June 1998, GRSA started the construction of the Caesars Gauteng Casino and Convention Centre. The project was divided into two phases with the first being the conversion of the

World Trade Centre into a temporary casino, hotel and convention centre with restaurants, bars and a children's entertainment centre. Simultaneously, phase two, which consisted of the construction of the new casino, hotel, entertainment centre and tourist facilities, commenced.

At this stage, Caesars Gauteng started its recruitment drive and had already received 12 000 applications for advertised positions. Spokesperson Monde Tabata claimed that GRSA intended to become the benchmark organization in the tourism industry by setting new standards for training development and career progress of the previously disadvantaged. In this regard, they set up a training school near their site in Kempton Park with the specific aim of training new employees for the casino's planned opening in December, 1998. According to Bob Yearham, GRSA believed that fully trained and competent employees were vital to enable them to provide guests with a service that compared favourably with international standards. Six hundred employees, chosen from 15 500 applicants, were given extensive training in gaming disciplines such as cashiering, administration, slots, tables, surveillance and gaming security.

The entire construction process of Caesars Gauteng has set new standards for a casino development of such magnitude. The success of the project was the result of teamwork by the best contractors and subcontractors, and of unprecedented management involvement.

SECTION A

1. Discuss why Caesars Gauteng is classified as a man made attraction. (10 marks)
2. Discuss how visitors to Caesars Gauteng will experience the five phases of the tourism experience. (10 marks)
3. Identify the stage of the tourism life cycle in which Caesars Gauteng is. Motivate your answer with examples. (10 marks)
4. Discuss whether GRSA has adopted responsible tourism in the development of Caesars Gauteng. (10 marks)

SECTION B

- Q. 1 Discuss the components making up the tourism product with relevant examples. (20 marks)
- Q. 2 Explain with relevant examples the tourist area life cycle. (20 marks)
- Q. 3 Briefly discuss the basic approaches to the study of tourism. (20 marks)
- Q. 4 Tourism marketing is unique because of its nature. Discuss with examples the characteristics that make it different from traditional product marketing. (20 marks)
- Q. 5 Discuss the elements of sales promotion techniques and how they relate to each other for maximum sales effect. (20 marks)