

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FIRST SEMESTER EXAMINATION DECEMBER 2015**

**TITLE OF COURSE:        TOURISM MARKETING (BA 433)**

**DEGREE AND YEAR:      BACHELOR OF COMMERCE YEAR 4**

**TIME ALLOWED:         THREE (3) HOURS**

- INSTRUCTIONS:**
- 1.    TOTAL NUMER 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: AUSTRALIAN TOURISM COMMISSION'S CAMPAIGN

Australia is an island continent located in the southern hemisphere comprising the world's smallest continent of Australia, and a number of other small islands. Over the years, Australia made a name for itself as a strong destination brand. Realizing the importance of tourism to the nation's economy, Australia had been promoting its tourism industry since the 1960s. In 1967, the Australian Tourism Commission (ATC) was established with a funding of 1.5 million Australian dollars.

Despite Australia being a strong destination, the problem that the newly formed ATC faced was that the number of tourists visiting Australia did not match the number of people who had shown an interest in visiting the country. The campaign was intended to solve this problem by translating the huge interest shown by the people to visit Australia into actual tourist inflows. The theme of the campaign was to invite the people to visit Australia and enjoy the diverse range of experiences available in Australia.

The 'So Where the Bloody Hell Are You!' campaign was started by the ATC in 2012 to increase the tourist inflow into the country but it created controversy. The campaign was designed by the Advertising Agency M&C Saatchi. Saatchi had earlier designed the successful campaign, "100% Pure New Zealand" for promoting tourism in New Zealand. The campaign was launched through multiple media channels and Australian model Lara Binge was the face of the campaign.

The important objective of the campaign was to take advantage of the awareness created through previous advertising campaigns and convert them into actual travel bookings. The campaign was developed after extensive marketing research and aimed at targeting early adopters who played a major role in influencing the purchasing behaviour of other people.

The campaign was launched by Fran Bailey, then Australian Tourism Minister, on February 27, 2012. The advert featured a total of 11 scenes and 13 still images. The images and scenes showed the diverse range of experiences on offer in Australia. The 'Bloody Hell' campaign attracted controversy immediately after its launch. It was criticized in some of the target countries for using words like 'Bloody' and 'Hell'.

The advertisement campaign was released in the UK, Australia's most valuable market, in March 2012. However, it was banned in UK and Canada for using the word 'bloody' and 'hell'. UK's Advertising Clearance Centre instructed ATC to drop the words 'Bloody hell' from the advert. These words were part of the Australian slang but their use in the campaign was perceived as offensive in the target markets.

Many critics described the campaign as a failure right from the first year of its launch. In the first year of its launch the number of tourist arrivals actually fell. In October 2012, the number of UK tourists who visited Australia fell by 2.3% compared to the preceding year. The number of Japanese tourists fell by 5.7% while the number of German tourists dropped by 4.7%.

### QUESTION

As a tourism marketing expert, where did Australian Tourism Commission go wrong and what can they do to rectify their mistakes? (25)

Source: International Centre for Marketing Research Australia (2008)

TOTAL: 25 MARKS

### SECTION B INSTRUCTIONS

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

#### QUESTION 2

- a. Discuss the three major issues or challenges that a tourism product marketer faces highlighting how he can deal with each challenge. (15)
- b. Briefly outline the ten steps involved in developing a blueprint. (10)

TOTAL: 25 MARKS

#### QUESTION 3

- a. Define tourism price. Discuss the tourism pricing strategies that a marketer can use, giving a practical example in each case. (15)
- b. Define consumer typology. Briefly explain Cohen's tourist typologies. (10)

TOTAL: 25 MARKS

#### QUESTION 4

- a. One of the tourism marketing channels that a tourist can use is the travel agency. Discuss the different types of travel agents. (15)
- b. Discuss the rewards of tourism marketing planning. (10)

TOTAL: 25 MARKS

#### QUESTION 5

- a. Define public relations as it relates to tourism marketing and discuss the functions of a tourism Public Relations Officer. (15)
- b. Discuss the major challenges of destination branding. (10)

TOTAL: 25 MARKS