

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**FINAL EXAMINATION MAY 2017**

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

**DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 5 IDE**

**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: MERRY ESTATE CIDERS**

Merry Estate Ciders (MEC) is located in Vancouver. MEC was established in 1990 by the previous owner who planted apple trees in the location. When MEC was bought by the new owners, they undertook an extensive renovation in order to transform the facility into a tourism attraction. They expanded the cellar and tasting rooms and created the Cider House from which they began running tours and tastings. They then added: the Farm Store, an arts and crafts outlet; the Bistro and Orchard Cookhouse, two distinct food and beverage operations; the Brick Oven Bakery and Yokes tents for onsite accommodation. The MEC is now a destination for special events such as weddings. It also runs a Cider Club for frequent purchasers of its products. At MEC they use cider apple varieties that have been proven in England, France, and Germany to make the best cider. The ciders are made from 100% pure juice. They do not add water because that compromises the flavor. They ferment the juice slowly and naturally. They do not take short cuts with their ciders. They are passionate about following practices and procedures that do not compromise the quality. The way they handle their customers is consistent with their philosophy. They believe that consumers appreciate their passion.

For groups large and small, there is always a warm welcome and plenty to do at MEC. We make it easy for you to organize your group by providing you with timelines and menu choices in advance.

**Guests** - Take a self-guided tour of our orchard and cellar to learn about how we make our cider. Then come inside to our cider bar for a guided tasting of our ciders and spirits. Explore the farmhouse store for a selection of local food and art.

**MEC is the perfect wedding venue** – Located near Victoria, MEC offers a beautiful Vancouver Island wedding venue, featuring full-service staff, a stunning reception venue, and complete worry-free wedding packages that take care of all the little details from table settings to tents to romantic outdoor lighting. Find out why MEC has become a picture-perfect all season outdoor wedding venue for many couples, from Vancouver Island and beyond.

**Source: International Centre for Marketing Research Australia (2008)**

#### **QUESTION 1**

1. What is MEC's core business? Who are its customers? How would you classify it as a tourism operation? (5)
2. Is MEC a seasonal operation? What would you consider to be its peak season? How has it extended revenue-earning opportunities? (5)
3. MEC's slogan is "Apples Expressed." Does this tagline capture its essence? Name five reasons why or why not? (5)

4. Name and explain five partners that MEC can work with, either globally or locally, to attract business. (5)
5. Name and explain five components that MEC can add to its business. (5)

**TOTAL: 25 MARKS**

**SECTION B**  
**INSTRUCTIONS**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

**QUESTION 2**

- a. Define a tourism product offering. Discuss the eight steps that are involved in the development of a new tourism product. (15)
- b. Define a tourism intermediary. Explain the benefits of using intermediaries in tourism. (10)

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. Define tourism price. Discuss the factors that affect tourism pricing. (15)
- b. Briefly discuss 5 objectives of sales promotion giving an example in each case. (10)

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. Discuss the 4As of a tourism destination. (15)
- b. Discuss the SPENT analysis model as used in tourism marketing planning. (10)

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. Discuss the psychological factors that affect tourism giving a relevant example in each case. (15)
- b. Define tourism marketing research. Discuss the roles of tourism marketing research. (10)

**TOTAL: 25 MARKS**