

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SUPPLEMENTARY EXAMINATION JULY 2018**

**TITLE OF COURSE: INTRODUCTION TO TOURISM (IDE BA 325)**

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

**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. ENSURE GOOD COMMUNICATION IN ENGLISH LANGUAGE AND 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: BOTSWANA NATIONAL ECO-TOURISM STRATEGY (NES)**

Throughout the 1990s, Botswana's tourism industry adopted a "high value - low volume" approach to lessen the negative impact of tourism on its environment. This policy resulted in the region developing only a few major tourist attractions, like the Okavango Delta. Most of the tourism revenue was siphoned off in payments to external agents and absorbed in import leakage, leaving few financial benefits for the Botswana economy. In 2001, the Government of Botswana recognized that its tourism industry was dependent upon its abundant wildlife. To diversify, it decided to open up areas less known, such as the parks in the centre and south of the country, and add new products like cultural, historical, and archaeological attractions. The challenge was to diversify in a manner that protected the environment, provided local multiplier effects, and decreased leakage.

Botswana chose to develop a National Eco-Tourism Strategy (NES) with the help of a number of different stakeholders, namely, the Department of Tourism under the Ministry of Environment, Wildlife and Tourism, the European Union, Botswana Tourism Board, and the Regional Tourism Organization of Southern Africa (RETOSA). The NES emphasized community development through tourism by stressing that host communities needed to be actively involved so that the people of Botswana had a voice in managing their country's valuable resources responsibly. New products developed in the community had to meet the social, cultural, economic, and environmental needs of its people by:

- Minimizing negative social, cultural, and environmental impacts
- Maximizing the involvement in, and the equitable distribution of economic benefits to, host communities, and citizen entrepreneurs
- Maximizing the revenues for re-investment in conservation
- Educating both visitors and local people on the importance of conserving natural and cultural resources
- Delivering a quality experience for tourists.

Every stakeholder featured these five points in their promotional materials so that all tourism development, planning, and management promoted and rewarded the use of eco-tourism best practices. With these yardsticks in place, the NES educates both visitors and local communities about the importance of conserving natural and cultural resources.

As most new developments will take place in remote areas, the NES should benefit local communities by creating employment and income. This in turn should stem the socioeconomic disparities among the country's different areas. There should be an increase in the percentage of senior positions in tourism businesses held by Botswana employees, and an increase in the number of citizen-owned and operated tourism businesses.

Since implementing Botswana's NES, further construction of tourist accommodation (including five star hotels and resorts), airfields, and road infrastructure has grown hand in hand with an annual increase in selected wildlife species.

The number of visitor arrivals, available beds in hotel rooms, and the occupancy rate has increased; and the total fees generated from parks and game reserves rose from US\$10.8 million in 2001 to US\$21.1 million in 2010. By 2016, tourism was the second largest contributor to total GNP.

The NES has also resulted in the growth of Community Based Tourism (CBT) ventures. CBT are community-owned projects, or joint ventures with the private sector based on equitable community participation. These projects use only natural resources in a sustainable manner to improve the community's standard of living in an economic or viable way. To date, there are over 50 community-based organizations in Botswana at various stages of development. For example, in western Botswana the revenue from a growing number of international visitors buying Bushmen handicrafts and culture (i.e., traditional dancing, storytelling, and guided hunting and gathering trips) is flowing directly back to the participants and producers in the community. Craft production is an important source of income for women in remote areas of Botswana, and the increased bigger demand for their products has encouraged these artists to produce more.

To ensure quality service, the Department of Tourism officials inspect the premises of tourism operations prior to granting and renewing licenses in order to ensure that standards are met. Failing inspection, a license is withheld to give the proprietor time to rectify the situation or else the license is revoked. Botswana tourism standards have been developed through the Botswana Bureau of Standards (BOBS) and the Department of Tourism for hotels and accommodations.

#### **QUESTION 1:**

- 1. The Minister of Tourism has approached you as an expert in tourism to assist him to make a decision if it would be viable to implement the Botswana National Eco-Tourism Strategy (NES) concept in Swaziland. Discuss how you would respond to the minister. (25)**

**TOTAL: 25 MARKS**

## **SECTION B**

### **INSTRUCTIONS**

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

#### **QUESTION 2**

- a. Discuss the five main sectors in the tourism industry. (15)
- b. Discuss the tourist decision making process as developed by Mathieson and Wall. (10)

**TOTAL: 25 MARKS**

#### **QUESTION 3**

- a. Discuss the macro environmental factors that may affect airlines, hotels and intermediaries. (15)
- b. Briefly discuss the five primary aspects of tourism giving examples in each case. (10)

**TOTAL: 25 MARKS**

#### **QUESTION 4**

- a. Discuss the social impacts of tourism. (15)
- b. Discuss five reasons why people visit Swaziland and five reasons why they do not visit Swaziland. (10)

**TOTAL: 25 MARKS**

#### **QUESTION 5**

- a. Discuss the impacts of tourism on the tourism infrastructure stating how residents may respond to the impacts. (15)
- b. Briefly discuss the external factors that affect tourism. (10)

**TOTAL: 25 MARKS**