

TITLE OF COURSE: INTRODUCTION TO TOURISM (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. 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.

In designing a competitive tourism experience, the Bahamas has focused on two areas that many developing countries have overlooked – how tourists select and book destinations, and how to collect critical market information from visiting tourists. With the spread of the Internet, tourists are increasingly comparison shopping and booking online. The Bahamas' website, <www.bahamas.com>, allows the prospective tourist to create an online "account" in which they can book and change reservations, e-mail those plans to friends and family, and print out their own vacation plan.

In order to collect standard market information, the Bahamas Ministry of Tourism (MOT) hired a consultancy firm to design a data interrogation and reporting system, which resulted in the new Bahamas Immigration Card (IC). The IC helps Immigration improve national security by having visitor information quickly and accurately uploaded into the immigration database without the need to physically search for an individual record. At the same time, the IC allows MOT to collect concise marketing data and conduct exit surveys on all visitors in order to target marketing, reduce advertising costs, and increase tourism to the Bahamas.

The IC arrival card gathers information on the means of arrival, departure date, general visitor information, travel booking, accommodation, and trip purpose. Visitors sign the form and check whether they would or would not like to receive information on the Bahamas. On departure, visitors are required to fill in the bottom portion of the IC, recording the number of nights they spent in the Bahamas and the departure date, and present it to the airline or cruise line. Under the signature line is the statement, "Tourism is our most important industry and we rely on your comments for improvements. Please fill in the rest of the Card as completely as you can," with the following three questions:

1. Give the main reason(s) for choosing The Islands of The Bahamas.
2. Rate the Bahamas competitively, using a scale from "Much Better" to "Much Worse."
3. Rate from "Very Likely" to "Not at all Likely" how likely they are to recommend the Bahamas to friends and relatives for a vacation.

Visitors entering The Islands of The Bahamas through any of its ports receive an IC to fill out. Immigration officers check that all key fields are filled out. The top card is collected and the attached bottom portion is given to the visitor to complete when exiting the Bahamas. Cards are then batched by flight number and scanned. Caribbean Advanced Technology Centre (CATC) staff oversee the card's design, scanning, data entry, quality and business edits, database design and maintenance, document imaging, trend analysis, business intelligence, and target marketing.

immigration cards, based on the Bahamas' prototype.

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 Bahamas IC concept in Swaziland. Discuss how you would respond to the minister. (25)**

TOTAL: 25 MARKS

QUESTION 3

- a. Define the micro and macro environment that can affect a tourism business indicating the components of each environment. (15)
- b. What are some of the characteristics of tourists of the future? (10)

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss the difference between the tourism systems suggested by Saayman and Swart versus the tourism system by Laws. (15)
- b. Briefly identify ten negative economic impacts of tourism. (10)

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the socio-cultural impacts of tourism on the infrastructure of a destination country indicating how residents may respond to such impact. (15)
- b. Discuss the negative environmental impacts of tourism. (10)

TOTAL: 25 MARKS