

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

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TITLE OF PAPER	:	INTRODUCTION TO TOURISM MARKETING
COURSE CODE	:	BUS 328
TIME ALLOWED	:	THREE (3) HOURS

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**INSTRUCTS:**

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 ALONG SIDE 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.**

## WHY DOES BAGGAGE BLACK HOLE OCCUR?

### DESPITE STRICT SECURITY AT AIRPORTS, MILLIONS OF BAGS ARE LOST AROUND THE WORLD EACH YEAR

It's one of the most dismal parts of travelling: you arrive at your destination but can't find your luggage. Then you're told it was "mishandled", flown somewhere else in error and assured it will be traced. The only thing is -- no system is fool-proof and even with a scanned bar code, luggage often goes astray.

Tinus Bezuidenhout wrote to me about the fiasco with his luggage, which wasn't resolved to his satisfaction by SAA.

"I booked in my suitcase and my black sport bag at OR Tambo for my flight to Dar es Salaam. The lady tagged both while I was waiting, but she wasn't fluent in the process. "When I arrived in Dar es Salaam only my black sports bag was available. I went to Swissport luggage handlers to lodge a query and they searched for my suitcase, to no avail.

"Then I completed all the required 'lost luggage' documentation for them to send to OR Tambo. While filling in the documentations, we discovered that the one tear-off from the tag on my suitcase was in the name of Murray (flight VFA SA40 Victoria Falls.) I recalled that while standing in the queue, the people in front of me at the check-in desk were all dressed as if they were going fishing or on a safari.

"After a few emails and no positive feed-back. I tried phoning but SAA customer care just doesn't pick up the phone.

"I had to buy all necessities to cope with my stay in Tanzania until I had to return to SA." Bezuidenhout asked a staff member in his company's South Africa office to follow up with the travel agency, which "escalated" the matter with SAA. More documents were filled in.

On his return to SA, he went to OR Tambo to locate the luggage, or at least, get some answers.

The "escalation" come to naught when he went to the claims division, no claim had been logged on their system. So, he went through the logging process again.

While waiting, he was given a letter stating they would pay him R4 943 his estimated 21kg luggage. That, though, doesn't cover it.

"I do understand them not paying for my laptop and the biometric clocking machine and the small machine spares I had in my suitcase ( these were covered under our company's travel insurance), but the loss of my personal stuff and the money spent on the phone for being not assisted is not acceptable to me."

SAA's baggage claims team leader, Mimi Lokwe, got back to Bezuidenhout, explaining their policies are in line with the IATA Warsaw Convention (an international convention that

regulates liability for carriage of people, luggage, or goods performed by aircraft), which dictates they pay \$20 per kilo, which is calculated at 18 kg , hence the R4 943.

“The rest of the items which were car parts and laptop were declined due to our conditions of carriage.

I am terribly sorry if we did not settle your claim according to your satisfaction, however, like any other airline, there are certain policies and procedures that need to be followed when assessing claims.

“Once again my apologies for all the inconvenience caused. “The weight discrepancy aside, SAA’s own stated policy on lost baggage states: “SAA contributes to the costs of replacement purchases for essential items if your baggage arrives more than 24 hours late. Expenses for toiletries and if necessary, a change of clothes are reimbursed.”

Bezuidenhout was on a work trip and had to buy toiletries and clothing- then had jump through hoops to lodge the claim. No comment from SAA on that.

#### NOT BEING ASSISTED IS UNACCEPTABLE

But with all security measures at airports, it shouldn’t be so hard to find luggage. I asked SAA what had been done in terms of tracing the luggage, as there was a bar code and tag on the case, and the logical starting point would be the Vic Fall and the travellers ahead of Bezuidenhout in the queue. They didn’t get back to me in time, despite their promises.

Perhaps there’s little appetite to chase lost baggage –it’s too much effort and costs too much. Surely there’s a smarter way to manage baggage?

Last year, Sita, the world’s leading specialist in air transport communications and information technology, reported the air transport industry has cut the number of mishandled bags by 50% globally since 2007, saving an estimated \$22 billion in total. This means only 23.1 million bags were “mishandled”, equating to 6.5 bags lost per 1 000 passengers. This, despite international passenger number having grown by nearly 200%,

Self-service check-in the report notes is the best way to lessen the risk of losing your luggage.

Sita’s Bag Journey service provides smart solution that allows bags to be tracked like parcels. Nick Gates, Sita’s portfolio director for luggage, explained: “It follows the bag, from check-in to final delivery, through multiple airports and multiple airlines. We are delivering these services to our community via an application programming interface (API) to allow airlines and airport to integrate it into to their existing system quickly and easily.”

From next year, IATA will require all airlines and airports to monitor and log the status of passengers’ bags through all the major stages of the bags’ journey. This means inbound (arrival bags) will need to be more actively tracked or monitored.

Andrew Price, head of airport operations management at IATA, said: when one major airline introduced 100% tracking, they saw a 35% reduction in mishandling.

” Sita’s baggage tracking offering is also integrated with World-Tracer- a global tracing and matching service of a delayed bag’s journey to be tracked even if it was mishandled-which is available on StarAlliance partners, which means SAA.

It’s not fool-proof though. Despite advances in technology, human agency will always be a factor, so you should check in your own baggage, carry your precious property in your hand luggage, and take out travel insurance.

Georgina Crouth. The Star. News. Monday 6, 2017. Page 6.

## SECTION A

Q.1 What made Tinus Bezuidenhout not accept the service levels of SAA ?

(20 marks)

Q.2 What is the safest procedure a passenger should do to lessen the chances of losing baggages ?

(10 marks)

Q.3 Given all the new technologies put in place by Industry very minimal luggages should be lost. What are the causes of continued lost luggage? What can be done to significantly decrease this on going problem?

(10 marks)

## SECTION B

Q.1 Discuss with relevant examples the dimensions used when defining a Tourist.

(20 marks)

Q.2 Describe with the use of examples, five (5) basic approaches to the study of Tourism.

(20 marks)

Q.3 The following concepts are very important in Tourism Marketing. Discuss them with the use of example:

(a) Uniqueness of Tourism Marketing.

(b) Marketing segmentation

(c) Target marketing

(d) Positioning

(20 marks)

Q.4 Competition is a major issue in Tourism Marketing. Discuss with examples the competitive forces that determine the nature and intensity of competition

(20 marks)

Q.5 The serqual model or service quality model or gap model is all about how Customers evaluate service quality and how it can be measured. Explain Gap 1 and its causes.

(20 marks)