

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
MAIN EXAMINATION PAPER
DECEMBER 2018

TITLE OF PAPER	:	INTRODUCTION TO TOURISM MARKETING
COURSE CODE	:	BA 325
TIME ALLOWED	:	THREE (3) HOURS

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.

TOURIST DROPPED BY 50 000 IN 2012

...THERE WERE 1.278 MILLION ARRIVALS IN 2012 COMPARED TO 1.328 MILLION IN 2011

Mbabane – The number of tourists who visited the country in 2012 declined by 50 000 when compared with the previous year.

This was disclosed by the Swaziland Tourism Authority's (STA) research and Statistics Department on Friday.

STA disclosed that the international visitor index recorded a total of 1.278 million arrivals in 2012, which reflected a decline of 3.8 per cent when compared to 1.328 million registered in 2011.

The authority noted that with the exception of Africa (which recorded a 4.9 per cent decline in tourist arrivals), all world regions recorded more reasonable growth which demonstrated a rise in demand for long-haul travel.

“Swaziland's top source market, South Africa, registered results of 871 006 arrivals, a fall by 5.8 per cent in 2012 from 924 566 recorded in 2011. With this critical market accounting for more than 68 per cent of total international visitor arrivals into the country, the poor performance affected the aggregate visitor traffic performance.

Although an overall decline was noted from the African region, Botswana (16.6 per cent), Lesotho (28.6 per cent) and Tanzania (13 per cent) gave star performances all posting double-digit growth during this period. Mozambique, another key market for Swaziland, performance poorly throughout the year with an overall drop of 5.8 per cent year-on-year,” report.

STA further noted that in spite of the Eurozone crisis which entered its fourth year, total growth of 11.3 per cent was observed from European markets when compared to 2011.

Germany recorded a 43.2 per cent improvement, France 18.1 per cent, Netherlands 10.3 per cent and Portugal 5.5 per cent. Visits from the United Kingdom recorded a decline of 6.6 per cent in 2012.

Similarly, even under trying times North America managed a solid growth of 7.3 per cent. Although arrivals from USA were characterised by volatile seasonal variations, an overall increase of 3.1 per cent was noted placing USA as the fourth large source market for Swaziland.

Canada also performed well in 2012 with a 29.3 per cent increase raising its ranking from 21 to 17 in terms of visits.

Tourists from the Middle East increased by 3.7 per cent, while those from Kuwait increased by 51.8 per cent.

“Arrivals from Asia and Pacific recorded a positive growth of 10.9 per cent in aggregate. Markets such as Australia (26.4 per cent increase), Philippines (34.1 per cent increase) and China (7.9 per cent increase) registered a remarkable growth compared to the previous year.

However, India, which is Swaziland’s main source market from the region, failed to impress with a 3.2 per cent decline year-on-year.”

....SWAZIS TRAVELLING TO SA INCREASE

MBABANE- Despite the gloomy trend in visitor numbers, South Africa remains the main source market for Swaziland’s tourism in terms of volume and expenditure. The Swaziland Tourism Authority (STA) research and Statistics Department has noted that weakened demand for travel to the country require serious responsiveness.

“Swaziland’s outbound travel continued to grow in 2012, up by 10.5 per cent compared with 2011 to approximately 1.396 million trips,” reads the report.

STA further stated that close to half of travels by Swazis to and from South Africa were through Ngwenya Border Gate which recorded 543 038 people. Matsamo Border Gate registered 170 522 entries and exits while Mananga border gate recorded 120 766 people, Mahamba 140 971 people, and then Lavumisa border gate recorded 112 809 people.

“As such, the wide variation in the results of other world regions-signals those overseas travellers appear to be cutting their spending in other areas to take a holiday. However, they remain cost-conscious in the face of unstable economic conditions. It will, therefore, be important for tourism product owners to offer innovative and value for money such as all-inclusive holiday packages, STA added.

Kwanele Dhladhla. Times of Swaziland. National News. Monday, February 18, 2013. Page 14.

SECTION A

Q.1 All continents are recording positive growth in tourism except Africa (except a few African countries). What in your opinion could be the cause.

(10 marks)

Q.2 Botswana, Lesotho and Tanzania are the only good performers with double digit growth in Africa. Given this fact, what should countries like Swaziland do to catch up and overtake these countries.

(10 marks)

Q.3 Swaziland recorded growth from some countries. Which are these countries? And in your opinion what are the reasons behind these figures ?

(10 marks)

Q.4 Even South Africa ,Swaziland's main source of tourists is on the decline. Instead Swaziland's outbound travel to South Africa continues to grow. What can Swaziland do to curb this and turn to a positive for its own tourism industry?

(10 marks)

40 MARKS

SECTION B

Q.1 Discuss with relevant examples the categories of tourism attractions.

(20 marks)

Q.2 The tourism area life cycle has limitations. Discuss.

(20 marks)

Q.3 Discuss with the illustrations and examples the tourism system according to Leiper.

(20 marks)

Q.4 Discuss with examples the available choices / types of distribution channels

(20 marks)

Q.5 Describe with examples the demographic trends that have significant influence on tourism.

(20 marks)

60 MARKS

TOTAL 100 MARKS