

**UNIVERSITY OF ESWATINI**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**MAIN EXAMINATION PAPER**  
**MAY/JUNE 2019**

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**TITLE OF PAPER : TOURISM MARKETING**  
**COURSE CODE : BA 433**  
**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.**

## **ESWATINI TOURIST ARRIVALS DROP BY 5.1%**

MBABANE - Eswatini tourism experienced a 5.1 per cent overall decline in foreign visitor arrivals in 2018.

Eswatini Tourism Authority (ETA) Research and Statistics Officer Sebenzile Ginindza disclosed that foreign visitor arrivals to the Kingdom of Eswatini during 2018 recorded a total of 1.277 million, reflecting a decline of 5.1 per cent when compared to 2017.

She explained that the lacklustre performance in visitor figures was mainly attributed to dampened demand for leisure travel as consumers reprioritised household expenditures for varying reasons, which include lowered disposable household income, cyclical nature of leisure travel preferences and economic uncertainties within source markets.

### **Significant**

Eswatini's key markets; South Africa (-2.2 per cent), Mozambique (-9.3 per cent), Germany (-6.0 per cent), Netherlands (-25.1 per cent), France (-25.4 per cent), United Kingdom (-15.7 per cent) and United States of America (-14.5 per cent) all registered significant declines during the period in review.

"Globally, 2018 was depicted by economic uncertainties, political tensions and lowered household disposable incomes, which when combined had adverse effects on travel and tourism. She said Eswatini was no exception as well.

The ETA officer pointed out that neighbouring South Africa and Mozambique had historically remained Eswatini's main source markets with both accounting for an annual average 77 per cent of total arrivals. It was mentioned that in 2018, South Africa was confronted with varied strains which comprised of a 0.7 per cent contraction in the country's real Gross Domestic Product (GDP) during the second quarter; downgrading of credit rating to junk status by Ratings Agencies Fitch and S&P Global; amendments to the tax bracket; increases in electricity tariffs and persistent increases in fuel prices in the later months of the year.

The combination of these obstacles culminated into a direct exertion of pressure on non-essential expenditures. Consequently, re-adjustments in spending habits was noted which resulted in slowed-down outbound leisure travel.

On the other hand, Ginindza said the last three years had seen the roll-out of infrastructural developments in Maputo which improved the profile of Mozambique in terms of accessibility.

### **Visitations**

"The opening of the Maputo-Katembe bridge and two main roads linking Ponta do Ouro and Boane to KwaZulu-Natal has resulted in a radical reduction in travel times from Maputo to

Kosi Bay, therefore, stimulating reciprocal visitations to both destinations, in the process redirecting visitations to Eswatini," Ginindza stated.

According to visitor arrival statistics from Mozambique Ministry of Culture and Tourism, South African visitations to Mozambique registered a growth of 57.4 percent in the first half of 2018.

Similarly, South Africa Tourism reported a 4.2 per cent increase in Mozambican arrivals during the reference period.

Leisure travel to Southern Africa from key long-haul source markets was generally characterised by de-creasing demand, with the region's main gateway for long-haul South Africa also recording declines from Europe (-2.5 per cent), Asia (-2.9 per cent) and Middle East (-12.0 per cent) for the period January to October, 2018 compared the same period in 2017.

Likewise, in 2018 Eswatini registered a fall in demand for leisure travel with European arrivals (-16.5 per cent), Americas (-12.4 per cent) and Asia and The Pacific (-15.5 per cent) all registering double-digit declines year-on-year.

Kwanele Dhladhla. Business and Farming. Times of Swaziland .February 14,2019. Page 23

## SECTION A

Q.1 Like in most instances the decline in Tourists visiting is blamed on economic downturns

(a) South Africa has always been our leading source of Tourists. What caused the double digit decline in S.A. tourists visiting Swaziland?

(15 marks)

(b) Double digit decline in tourists from Mozambique was a also experienced. What are the causes in this case?

(10 marks)

Q.2 How can Swaziland increase the number of tourists from S.A.?

(5 marks)

Q.3 How can Swaziland increase the number of tourists from Mozambique ?

(5 marks)

Q.4 How can the number of tourists from overseas traditional markets be improved ?

(5 marks)

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40 MARKS

SECTION B

Q.1 Discuss the basic marketing or offering options a tourism company has.

(20 marks)

Q.2 What are the key determinants of price for tourism offerings ?

(20 marks)

Q.3 Intermediaries are part and parcel of tourism offerings . Discuss the benefits of intermediaries to consumers.

(20 marks)

Q.4 The tourism marketer undertakes advertising campaigns frequently. What important decision must he / she make when planning an advertising campaign

(20 marks)

Q.5 Discuss the offline direct marketing techniques available to the tourism marketer.

(20 marks)

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60 MARKS

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TOTAL 100 MARKS  
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