

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

TITLE OF PAPER : INTRODUCTION TO TOURISM MARKETING
COURSE CODE : BUS 328
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.

DIVERSIFIED MARKETS PUT DEMAND ON CREATIVITY IN ARTS AND CRAFT

In recent years tourism has continued to play an increasing role in poverty reduction in the Kingdom of Eswatini through numerous interventions in the tourism value chain.

Hand crafted materials and sculpted products have been at the centre of tourism growth in Eswatini for as long as one can remember.

The handcraft centres at Ezulwini, Mantenga, Mahlanga and Manzini Market have enjoyed growing popularity with tourists who have religiously supported their sustenance over the years, making it possible for craftsmen and craftswomen to make ends meet.

For the longest time, people dealing in sculpted and handcrafted materials have seen themselves no more than charity cases that, to the detriment of the industry, portrayed a poor image to plead their case to buyers. When the Ezulwini Town Council first attempted to relocate the hand-craft stalls from the old site to newly built facilities a stone's throw away to create space for the construction of MTN's Mahlalekhukhwini building, there was resistance which resulted in a long-drawn dispute as the small businesses felt the new facilities were too fancy to appeal to tourists. From hindsight, this is easy to understand as the level of creativity was hardly appealing. Handcrafters were stuck in what they thought worked because it had been tried and tested over the years.

They did not want to try new innovative ways for fear that they might fail. This included moving to new, fancier business structures. When the handcraft dealers finally moved to the new facilities along the Royal Villas access road on the south-western end, it was with such great reluctance that no sooner had they moved in, had they changed everything to look exactly like the old dilapidated home, which was once razed by an inferno. However, the dynamism of the tourism market soon dictated the change it desired. A youthful generation of designers soon imposed a style fad that began to put a demand on dealers in emahiya and craftsmen to catch up or get swallowed up, as young people attending Umhlanga and other cultural events started to accessorise their regalia.

The MTN Bushfire opened new market avenues with diverse appetite on style and preferences, so that crafters now had to compete as best they knew how - through creativity. Young fashion designers have been creating amazing modern outfits using traditional materials, resulting in a much desired marriage of the old and the new. This fad has created new markets for tourists that seem to know no limits, over and above the traditional tourist market. Naturally gifted with the talent of crafting and sculpting creations for domestic purposes and events, from bead work to furniture, pots to baskets, this passion has become a very popular business in the Kingdom, with outlandish styles emerging due to market demand.

This is a most welcome growth trend in the crafting industry. Handcraft has been taken to the next level, looking at the way our traditional beadwork is made.

Previously our traditional neck- piece, *ligcebesha* almost had the same decoration designs - the shield or the Eswatini flag. The new *ligcebssha* is designed custom to the owner. You can get any design you desire, be it your name, company logo or any pattern of your choice.

The designs and styles are also made to match today's style of dressing, which makes them suit any outfit. A new design of accessories have been introduced; these new and stylish designs of accessories include neckpieces, bracelets, earrings and handbags made from the traditional Swazi *lihaya* with some beads.

These are crafted to suit both traditional attires and modern out-fits. It is so amazing how hand- crafters came up with these brilliant ideas, which add value in reviving our heritage as Emaswati. The art of weaving has also shown massive growth on creativity as to how new products are made. New designs and grass products have hit our craft markets. Previously, Emaswati used grass to make shopping baskets, trays, basins and hats. They have just added a whole new edition to their products, some improved designs and some totally new in the market.

They have introduced laundry bins made from our indigenous grass called *lukhwane*, sling bags, woven three-seater chairs and photo frames.

This creativity also shows continuous growth in the handcraft sector.

The evolution has hit almost all sectors and types of handcrafts, even our grass products. This actually shows that Emaswati are creative and capable of creating even more with the same resources. They are capable of greater creativity without losing the taste and authenticity of our beautiful culture.

Bongani Dlamini, STA Marketing Manager. Tourism and Travel. Sunday Observer, November 18,2018. Page 25.

SECTION A

- Q.1 Arts and Crafts have been at the centre of the Swaziland tourism industry. Discuss.
(10 marks)
- Q.2 How have the Arts, hand crafted and sculpted products evolved over time ?
(20 marks)
- Q.3 How can this industry further contribute positively to tourism in the country ?
(10 marks)

40 MARKS

SECTION B

Q.1 Discuss with relevant examples the components of the tourism product.

(20 marks)

Q.2 What are the determinants of the image of a tourism destination ?

(20 marks)

Q.3 Explain the tourism system with all its elements according to Leiper.

(20 marks)

Q.4 Discuss with the use of examples, five (5) factors that influences price in tourism .

(20 marks)

Q.5 Explain with the use of examples the causes of Gap 1 service failures in the SERVQUAL model.

(20 marks)

60 MARKS

TOTAL

100 MARKS
