

UNIVERSITY OF ESWATINI  
FACULTY OF COMMERCE  
DEPARTMENT OF BUSINESS ADMINISTRATION  
MAIN EXAMINATION PAPER  
NOVEMBER 2019

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TITLE OF PAPER	:	TOURISM MARKETING
COURSE CODE	:	BUS 423
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.**

## KZN MARKETING GURU RECOMMENDS COLLABORATIVE MARKETING

Durban/Mbabane - Global trends in destination marketing indicate an upsurge of inbound tourism in regions where collaborative or bloc marketing is employed. Likewise, the southern African region stands to benefit immensely if destination marketing organisations (DMOs) from respective member states integrate their marketing efforts.

This assertion was made by a destination marketing guru Thulisile Galelekile, who is the incumbent General Manager: Marketing for Tourism KwaZulu-Natal (TKZN), at a tourism trade and media workshop held at the Tsogo Sun in Durban early this month. The workshop formed part of the MEGA FAM trip organised by TKZN, Durban Tourism, and partners.

"Regional and continental integration calls for a concerted effort across all sectors, including the tourism sector. Players in the industry are alive to the notion of creating cross-border packages that maximises value for global tourists, most of whom come from far lands," said Galelekile.

She challenged tour operators to network among themselves to create diverse tour packages that would cater for all social classes.

"In South Africa, we currently have the slogan 'We Do Tourism', and in our province, we cascaded it to 'Do KZN'. However, our tour operators are selling experiences beyond the confines of our borders, hence benefitting our neighbours as well in as far as tourism receipts are concerned," she said.

Notably, several South African tour operators have packages that include experiences and activities in such destinations as Zambia, Zimbabwe, Eswatini, Lesotho, Namibia, Mozambique, Mauritius, among others.

Eswatini tour operators, likewise, have diversified their packages, in line with regional integration. All Out Africa, for instance, already offers safari, cultural, beach adventure, scheduled or tailor made group tours through Eswatini, South Africa, Botswana, Zimbabwe and Mozambique. Sky World Tours also have tour packages that cover Eswatini, South Africa, and Mozambique.

Meanwhile, Galelekile went on to challenge Africans, EmaSwati included, to start making travel and holidaying as an annual scheduled activity so as to enjoy first-hand the plethora of experiences that their immediate sub-regions have to offer.

"Contrary to previously held belief on tourism costs as being exorbitant, more and more locals are discovering that travel is way cheaper now than at any other time before. Our people are now travelling easily and cheaply to various destinations to enjoy cultural, adventure, fashion, entertainment, leisure, and business experiences across the region, and that should be promoted.

It only but makes sense to discover local and neighbouring attractions ahead of seeking far destinations," she said.

The workshop was attended by tourism trade and travel media from South Africa, Eswatini, Namibia, Zambia, India, and the Democratic.

### **...EAST3ROUTE HAILED AS AN IDEAL MODEL**

The renowned regional tourism investment promotion initiative dubbed East3Route has been described as a perfect example of regional integration in the tourism sector.

In an interview with Eswatini media (mainstream and online bloggers) at the peak of this year's MEGAFAM trip, Tourism KZN General Manager: Marketing Thulisile Galelekile said the East3Route has managed to align members' aspirations and plans in as far as investments and destination marketing were concerned.

She said the initiative continues to grow from strength to strength, as witnessed by the growth in membership. When the East3Route initiative started in 2011, it only had three members: Eswatini, KZN province, and Mozambique, but today boasts of the Seychelles and Mpumalanga province as well.

The initiative started as an excursion across all destinations which was precluded by an investment seminar. However, starting last year, more emphasis is now put on the investment seminar; with the DMOs and investment agencies taking a leading role. Delegates from Eswatini are usually invited by the Eswatini Tourism Authority (ETA) and the Eswatini Investment Promotion Authority (EIPA).

### **COMMUNITY, CULTURAL TOURISM AMONG FASTEST GROWING**

Community and cultural tourism are the fastest growing forms of tourism in Africa, and more investments towards the same would yield enormous results. This was said by Siphokazi Thiam of La Teranga when addressing tourism trade and travel media in Durban last Friday.

"What sets community and cultural tourism apart from the rest is the assurance of authenticity and uniqueness. When international travellers visit a destination, they expect to interact with its culture and its unique experiences; hence we thrive to showcase our authentic cultural experiences which include our language, food, dances, and way of life," she said.

A three-time Lilizela Award winner, Thiam lauded Tourism KwaZulu-Natal (TKZN) for bringing the southern African trade and media together to deliberate on the future of the industry. She said channelling more resources towards community-run tourism initiatives and bolstering cultural tourism would guarantee visitor satisfaction.

She cited Eswatini as a hub of cultural activity; and said the umbilical relations between the two kingdoms; that of Eswatini and the Zulu Kingdom presented enormous opportunities in the tourism sector.

"We are no longer competitors but co-operators," she declared. While the KZN province has rich cultural, heritage, and monumental sites; Eswatini has long-standing and colourful cultural events that have been sustained for centuries.

Stories by Bongani Dube and Noxolo Nkabinde (Guest Writers). OnTime Business Network. 31 July-06 August 2019. Page 6.

### SECTION A

Q.1 Regional integration is important for the tourism industries in all countries. How is this critical to eSwatini ?

(20 marks)

Q.2 Some people have argued that packaging of national offerings is the answer not regional offerings. Can this work for eSwatini ?

(20 marks)

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40 MARKS

### SECTION B

Q.1 Discuss with examples the basic marketing or offering options available to a tourism company.

(20 marks)

Q.2 There are several factors that affect pricing decisions in tourism, and organisational objectives is a critical one. Discuss with examples.

(20 marks)

Q.3

(a) Discuss with relevant examples the levels of distribution channels in tourism.

(10 marks)

(b) The number and type of links in the distribution channel varies and depend on a number of factors. Discuss.

(10 marks)

Q.4 Travel Agents act as a retailing arm in the tourism industry, and are an important source of distribution. What role do they perform in the distribution channel ?

(20 marks)

Q.5 Discuss five (5) sales promotion tools available to the tourism marketer.

(20 marks)

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60 MARKS

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TOTAL

100 MARKS

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