

UNIVERSITY OF ESWATINI
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
RESIT EXAMINATION PAPER
2021

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

SECTION A

WHAT ATTRACTS TOURISTS TO A DESTINATION?

TOURIST ATTRACTIONS

Early works on attractions affirmed that without attractions, there are no tourists or tourism. The converse is also true as 'tourism attractions' exist because of tourists and they are 'produced' and marketed as such due to the availability of tourists. Tourist attractions are an essential ingredient for successful tourism destination development.

Tourism destinations rely on their primary tourism products as mechanisms to pull and motivate tourists to visit them. Lew gives us a picture of what attractions are. He writes that attractions include all elements that draw tourists away from their homes and these include sightseeing, activities and experiences. To set delimitations to this broad definition, Mac Cannell proposed that for any phenomenon to qualify to be an attraction, it needs to have three attributes which are; a tourist, a site and an image or marker that popularizes the site. This distinction from MacCannell does not change anything in Gunn's observations that tourists visit a destination because there is a tourist attraction which definitely has an image. However, from an ontological point of view, Gunn's sweeping statement does not take into consideration excursionists or domestic visitors who can visit the attractions without necessarily sleeping over in that area. He assumes that only tourists (overnight spenders) consume attractions.

Harris and Howard proposed a different definition of attractions proposing that it (an attraction) could be a physical or cultural element of particular place with the capabilities of satisfying tourists' specific leisure related needs. They encapsulate that these elements could be ambiance in nature like climate, culture or specific to a location in cases of such things as museums or performances. This definition, just like Pearce, has some flaws in its conceptualization of what attractions are. For example, both do not consider other 'elements' such as experiences that visitors seek in a destination, shopping, cuisine, sense of achievement, among others, as attractions. Besides, the definition assumes that tourists only travel for leisure purposes eliminating other purposes of tourism trips such as business, visiting friends and relatives, health among others. However, a more concise definition is provided by Hu and Wall who say that an attraction is a permanent resource that can either be natural or man-made and whose main purpose of development and management is to attract tourists.

From the definitions above, we can synthesize some meaning of attractions but for the purposes of this study, we will define an attraction from a tourist's point of view as some phenomena, experiences, activities, sense of belonging or feeling offered at specific locations, at a cost or for free that pulls or motivates tourists with a need to travel out of their usual environments to be satisfied and without which no trip would be made.

Lew gives us one way of looking at tourist attractions. He says that attractions can be classified from three distinct perspectives: Ideographic, Cognitive and Organizational. Lew purports that from an ideographic perspective, attractions are named and appreciated because of their own uniqueness, which earns them a name. With this typology of naming

or branding of attractions, DMOs can decide how much entry fees to levy upon the attractions depending on how it has been classified. Cognitive Perspective refers to the way people perceive an attraction to be either risky or not. In other words, the cognitive perspective of an attractions looks into how risky tourism attractions can be and how prepared the tourists are to experience the attractions with this perceived risk. This is linked to Plog psychographic study on tourist behaviour in choosing destinations as well as modes of travel. His study concluded that some tourists display allocentric behaviour because they choose new destinations on a continuous basis and are curious about and they want to explore whereas on the other hand, psychocentrics are cautious and less adventurous. Lastly, organizational perspectives focus on characteristics of attractions such as capacity, location, scale and whether they are permanent or not. Events such as Lake of Stars Festival in Malawi fit into this category as it is not permanent rather is hosted once every year.

A more practical way of looking at attractions is that attractions should not be classified based on ownership, capacity, market, permanency and type only but for them to be comprehensive enough and well encompassing, attractions should be classified according to such attributes as ownership, orientation, spatial configuration, authenticity, scarcity, status, carrying capacity, accessibility, market and context.

Kotler, Keller and McKercher present us a six tier product hierarchy which can also be applied in the tourism system. According to these authors, every need could ably be satisfied by any product in the product family and its subsets depending on the simplicity or complexity of the need itself. In other words, specific needs can best be satisfied by specific tourism products. Similarly, attractions can also be classified as primary, secondary and tertiary. From this latter hierarchy, lesser attractions do not attract tourists other than competing their experience in the destination unlike primary attractions which are at the core of demand generation and have the 'breadth' and 'depth' of appeal (Mill & Morrison, 1985).

Question 1

- a) "Without attractions, there are no tourists or tourism". Discuss this statement in context of destination Eswatini. (20 marks)
- b) "Tourists do not only travel for purposes of leisure" Discuss this statement using real life examples to demonstrate your understanding. (10 marks)
- c) Attractions are classified from three distinct perspectives, In what way do these classifications influence the destination management organization (DMO) and tourists alike shape their perspectives on the attraction? (10 marks)

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(40 marks)

SECTION B.

Question 2

Describe the significance of service and characteristics of service marketing in context of tourism marketing (20 marks)

Question 3

Discuss the factors influencing the buying behavior of consumers with specific reference to tourism product purchase. (20 marks)

Question 4

Describe the nature of tourism as a product/service and then discuss the factors influencing pricing in the tourism industry. (20 marks)

Question 5

Discuss the role of tour operators and travel agencies in the tourism industry. (20 marks)

Question 6

Describe any ideal tourist destination in Eswatini and give justification why you consider it to be ideal. (20 marks)

60 marks