



FACULTY OF MANAGEMENT

Second Semester MAIN Examination

DEPARTMENT

Tourism Management

MODULE

Tourism Development 2B

CODE

TOW2B21/TOU22B2

DATE

31 October 2015

DURATION

2 HOURS

TIME

0830

TOTAL MARKS

100

EXAMINER

Dr P. Thomas

MODERATOR

Ms A Taylor

NUMBER OF PAGES

3 PAGES including this page

INSTRUCTIONS TO CANDIDATES:

- **ANSWER ANY 3 of the 4 questions in SECTION A**
- **And then ANSWER ALL OF SECTION B**
- This is a closed book assessment.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SECTION A (60 marks) ANSWER <u>ANY THREE OF THE FOLLOWING FOUR</u> QUESTIONS		
SECTION A QUESTION 1 <p>African Experience Golf Tours has created partnerships with over 10 international tour operators and travel agents. The tours include daily golf. In addition the company has recently branched into sports tours to attend high profile golf matches played in South Africa and additionally safari tours. Source: adapted from George (2014:333)</p> <p>1.1 Explain the STP process as a theory. (10)</p> <p>1.2 Using segmentation develop two profiles of two (2) types of consumers that African Experience Golf Tours can target (use the case study to guide you). (10)</p>		[20]
SECTION A QUESTION 2 <p>The B&B has been in existence in Braamfontein for 10 years and has established itself in the minds of business travellers. The owner would like to make more profit so is looking to grow the business. Source: Dr Thomas, 2015</p> <p>2.1 Draw and fully label Ansoff's growth matrix for marketing strategies. (8)</p> <p>2.3 Using all four quadrants of Ansoff's matrix suggest four (4) different growth options for the owner. (12)</p>		[20]
SECTION A QUESTION 3 <p>3.1 Explain the following pricing strategies with examples:</p> <ul style="list-style-type: none"> 3.1.1 Product bundling pricing; (4) 3.1.2 Discriminatory pricing; (4) 3.1.3 Yield management pricing; (4) 3.1.4 Psychological pricing; (4) 3.1.5 Promotional pricing. (4) 		[20]
SECTION A QUESTION 4. <p>4.1 Domestic Marketing Organisations (DMO) such as Johannesburg Tourism create and keep in their offices the marketing collateral that they create themselves and collateral they keep for Johannesburg product owners.</p> <p>Discuss five (5) different types of marketing collateral that Johannesburg Tourism is likely to have. (5)</p>		[20]

<p>4.2 The National Tourism Strategy such as implemented by South African Tourism (SAT) has a completely different focus to provincial DMOs.</p> <p>4.2.1 Explain the tourism focus of SAT. (3)</p> <p>4.2.2 The national tourism strategy keeps an eye on the macro-environment and plans tourism strategies to respond to the macro variables.</p> <p>Name six (6) macro environment variables that the national strategy would keep an eye on and plan to respond to in 2015 explaining with tourism related examples. (12)</p>		
<p>SECTION B</p> <p>CASE STUDY ALL QUESTIONS COMPULSORY</p> <p>When running a tourism business, the owner/ manager must consider how to market the business services to internal and external customers. The owner hopes to make buyers of the services long term relationships and loyal customers Source: Dr Thomas, 2015.</p> <p>B1. Draw and label the service marketing triangle that explains this concept of marketing to internal and external customers. (6)</p> <p>B2. Explain the important ideas that the services triangle is highlighting about service. (4)</p> <p>B3. Explain the five (5) characteristics of tourism service using tourism examples. (15)</p> <p>B4. Define relationship marketing and how it could be implemented at a safari lodge. (3)</p> <p>B5. Customer relationships develop due to marketing efforts and go through six (6) phases.</p> <p>Name and explain each phase. (12)</p>		[40]
TOTAL		100