



FACULTY OF MANAGEMENT

Main Examination

DEPARTMENT

Tourism Management

MODULE Tourism Development

CODE TOW2B21/ TOU22B2

DATE 6 December 2016

DURATION 2 hours

TIME 8.30am

TOTAL MARKS 100

EXAMINER Ms. F. Achu

MODERATOR Ms. V. Harilal

NUMBER OF PAGES 5 PAGES

INSTRUCTIONS TO CANDIDATES:

- 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.
- **Answer all questions in section A**
- **Section B: answer any Three questions of your choice**

Section B: answer any Three of the four questions

(75 marks)

Question 1

[25]

Many Managers used the term "Marketing" without knowing what it really means. They think of it as meaning good salespeople, effective advertising or getting people to spent money. While this description is not totally incorrect, marketing is much more than this. Marketing is about the customers (which could be individuals or organization) - how to find them, how to satisfy them and how keep them. In the tourism industry, a marketing-orientation approach is very important. Every employee is responsible for carrying out marketing philosophy. (George, 2008: 4).

- I. Tourism Marketing fit into the area of tourism in three different levels namely (3)
- II. Marketing is building a long term profitable relation with their consumer. In relation to consumers state what marketing is concern with (5)
- III. Using a diagram represent the marketing concepts (5)
- IV. As indicated in the text marketing orientation is very important in the tourism industry. Discuss the following marketing management orientations (7)
 - Marketing orientation
 - Societal marketing
- V. There are several ways to segment a market. However, not all of these ways are always effective. To be useful and effective, market segments should have five different characteristics. List these and briefly explain each. (5)

Question 2

[25]

In 2004, Lesedi Cultural village, north of Johannesburg, opened the new Ndebele Village. The complex's new village has seven additional en-suite bedrooms decorated in traditional. The village also recently opened the Gaditshwene conference room, which accommodates 100 delegates. Says Lesiedi general manager, Étienne Soine: We are thrilled with these new developments and what they can offer our guest" George, 2008; 235)

- I. List and briefly define the stages that Lesedi used to develop the Ndabele village and the Gaditshwene conference venue. (16)
- II. Using a diagram identify and briefly characterize the four stages of the Ndabele Village and the Gaditshwene conference venue has to undergo through their life cycle (9)

Question 3

[25]

Price is the only component in the marketing mix that generates revenue; all of the other components are expenditures. Marketers often underestimate the importance of price as a strategic marketing tool. However in tourism price is an important variable in the marketing mix. The "right" price must satisfy both the tourists and meet the profit objectives of the tourism business. Therefore it is necessary to develop the price structure, objectives and strategies to establish the strategic role of price in the marketing mix, while enough flexibility must be retained to respond to changing conditions consideration is necessary to pricing strategies for new products.

- i. Identify the factors that affect an organizational pricing decision (8)
- ii. When setting price as a marketer state what you are going to consider in terms of cost (4)
- iii. In setting the price marketer must take into consideration that demand levels may varies from time to time. State the reasons that makes demand not to be fluctuate (5)
- iv. There are many different types of pricing approaches and techniques that marketers can use to set their prices. Briefly describe the different pricing approaches. (8)

Question 4

[25]

Intermediaries are very important in tourism distribution chain. However, in tourism the concept of intermediation is complex as principals and intermediaries are able to switch roles in the distribution chain.

- I. Briefly describe the three benefit of intermediaries to business (9)
- II. Tour operator carry out a number of functions including conducting research, costing the package and marketing and selling of holiday packages. Define and inclusive tour (holiday package) and identify the aspects it divided into (11)
3marks for definition and 1 mark each for points
- III. Using an advertising agency can be very beneficial to the tourism organization. Outline the five advantages for a tourism organization using an advertising agency. (5)

-----Good Luck ----- END-----