



College of Business and Economics School of Tourism and Hospitality

Second Semester MAIN Examination

<u>DEPARTMENT</u>	Tourism Management
<u>MODULE</u>	Tourism Development 2B
<u>CODE</u>	TOW2B21/TOU22B2
<u>DATE</u>	Tuesday 28 November 2017
<u>DURATION</u>	2 HOURS
<u>TIME</u>	08:30-10:30
<u>TOTAL MARKS</u>	100

<u>EXAMINER</u>	Dr P. Thomas
<u>MODERATOR</u>	Ms E. Sao Joao
<u>NUMBER OF PAGES</u>	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 ANY THREE OF THE FOLLOWING FOUR QUESTIONS		
SECTION A QUESTION ONE 1. Name and explain the five (5) characteristics of a service using TOURISM examples.	(20)	[20]
SECTION A QUESTION 2 2.1 Explain <u>briefly</u> why we use a PESTEL analysis to review the current situation that a tourism firm is operating in. 2.2 Name the six (6) variables identified by the acronym of the PESTEL analysis and give two (2) examples of each type of variable	(2) (18)	[20]
SECTION A QUESTION 3 3.1 Draw and label neatly the Porter's Five Industry Forces model. 3.2 The Boston Consulting group (BCG) matrix was designed to be used by a single firm that does many different things. For instance the firm may offer cleaning services to hotels; it may provide temporary waiter staff etc. The BCG model has four (4) quadrants. Name each quadrant and describe what the quadrants <u>market share</u> will look like	(12) (8)	[20]
SECTION A QUESTION 4. 4. Discuss the following pricing strategies: 4.1 Premium pricing; 4.2 Market skimming; 4.3 Penetration pricing; 4.4 Value-based pricing.	(5) (5) (5) (5)	[20]

<p>SECTION B</p> <p>CASE STUDY ALL QUESTIONS COMPULSORY</p> <p>Different firms chose different ways of creating their marketing advantages. As the market manager, you will always need to match your 7P mix to the stage of the product's life cycle to create external marketing advantages.</p> <p>B1.1 Name each product life cycle stage and explain your job as marketing manager (i.e. how are you managing the STP) for each of the four (4) stages of the tourism product life cycle. <i>(hint: at each stage describe what the market place is like? Then what do you do as a marketer to gain market share and profit?).</i></p> <p>B1.2 Explain each letter of the AIDA model in terms of creating marketing messages.</p> <p>In tourism, the tourism product and service received by the customer from the tourism firm employees, are often inseparable. The customer experience is dependent on how the employees behave. It is the marketing manager's job to set up processes that minimise the differences between how each employee serves the customer (i.e. the process helps to maintain a consistency in service). The process is developed by using the servicescape or service blue-printing model.</p> <p>B2.1 Sketch and label the servicescape/service blue-printing model.</p> <p>B2.2 To ensure that a service blueprint process works correctly you need to consider how to involve your employees so that they aim to give the customer a very good experience with your service/ product every time.</p> <p>Explain briefly what actions you can take to ensure your employees are committed to the process.</p>	<p>[40]</p> <p>(20)</p> <p>(8)</p> <p>(7)</p> <p>(5)</p>	<p>100</p>
<p>TOTAL</p>		<p>100</p>