



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism & Hospitality
DEPARTMENT	Tourism Management
CAMPUS(ES)	APB
MODULE NAME	Destination Competitiveness/ Tourism Marketing
MODULE CODE	DES44B2/TMD5X05
SEMESTER	2
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Examination December 2019

ASSESSMENT DATE	TBC	SESSION	TBC
ASSESSOR(S)	Prof. T.M. Tichaawa and Ms. R.J. Lekgau		
MODERATOR(S)	Dr. K.O. Acheampong		
DURATION	3 HOURS	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	3
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
 - Answer all 4 questions.
 - Answer each question in a separate book.
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
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QUESTION 1**[40 MARKS]**

Read the following case study and in addition to the knowledge gained in class and further readings recommended answer the following questions.

Marketing South African tourism

South African Tourism and the Tourism Business Council of South Africa (TBCSA) have ramped-up the marketing of the country's prime attractions with a 10-day trip across the world to woo visitors. SA Tourism and TBCSA said they had identified Austria, Germany and Switzerland as key markets in central Europe. They said they would also be visiting the UK, US, China, India, Australia and Nigeria as part of a concerted effort to bring more tourists to South Africa. SA Tourism acting chief executive Sthembiso Dlamini said key partners and stakeholders had raised concerns with some barriers associated with travelling to South Africa. "By engaging face to face, we are showing our commitment and our willingness to assist our stakeholders to position South Africa as an ideal holiday and business destination," Dlamini said.

"Europe had exceptional growth over the three-year period between 2016 up until the start of the water crisis in Cape Town and while we have not seen the growth we would've loved from this market since then, we need to understand what other reasons are there for this so we can work closely with our partners in Europe to ensure growth from this market."

Tourism was flagged by President Cyril Ramaphosa in his State of the Nation address as one of the sectors that could absorb more people into employment. He said tourism had the potential to more than double international tourist arrivals to 21 million by 2030. Home Affairs Minister Aaron Motsoaledi this month announced visa waivers for four countries in a bid to boost tourism and arrest falling visitor numbers. The waivers meant that visitors from Qatar, Saudi Arabia, United Arab Emirates and New Zealand would no longer require a visa to visit for either holiday, conferencing or business purposes. TBCSA chief executive Tshifhiwa Tshivhengwa said the industry needed to work together to achieve 21 million international arrivals by 2030. "With at least 17 airlines connecting directly from Europe to South Africa, the region has huge potential and possesses the biggest source markets for International visitors to South Africa," Tshivhengwa said.

- 1.1 Carry out the marketing planning process that South African Tourism organisation would perform to reach their targets (5x5=25)
- 1.2 Distinguish between the three approaches to environmental scanning (3x2=6)
- 1.3 Outline the common market segments for visitor attractions (7)
- 1.4 Explain the SWOT analysis tool (2)

QUESTION 2**[30 MARKS]**

Marketing research according to the South African Marketing Research Association (SAMRA), is the systematic and objective **collection, analysis and interpretation of information** for decision-making about marketing problems of all kinds, using recognized, scientific methods. This definition is applicable to tourism products, tourism destinations and tourism businesses.

- 2.1 In the context of a tourism organization such as Flight Center, why is such marketing research crucial to its survival? Propose and discuss any five reasons to support your answer. Where relevant, provide practical examples to support your response. (5x5=25)

2.2 Describe 2 types of marketing research which Flight Center can use (2.5x2=5)

QUESTION 3

[30 MARKS]

- 3.1 The Visitor Journey also referred to as the marketing funnel is important in reaching consumers at the moments that most influence their decisions. Describe the 5 steps of the Visitor's Journey (5 Marks) and apply the relevant digital marketing platform(s) for each step (5 Marks). (10)
- 3.2 You have been recently appointed as the digital marketing manager at Tourvest (one of the major tourism companies in Africa). One of your major task is to develop a content strategy. As part of your content strategy you are required to propose the different content formats that you are going to use. Explain the four (4) different content formats. (4x2=8)
- 3.3 Explain Search Engine Optimisation (SEO). (2)
- 3.4 Facebook is an online social networking service that enables people to share information and content with others work, study and live around them, all around the world. To set up a Facebook account one needs to customise their profile correctly. Label the below the elements of a Facebook profile accordingly (from 1 to 5). (5)



- 3.5 For content to be effective it must contain certain qualities. Explain 5 qualities of effective content. (5)