



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism & Hospitality
DEPARTMENT	Tourism Management
CAMPUS(ES)	APK
MODULE NAME	Tourism Development 2B
MODULE CODE	TOW2B21 / TOU22B2
SEMESTER	2 ND Semester
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity November 2019

ASSESSMENT DATE	13 November 2019	SESSION	12h30 – 14h30
ASSESSOR(S)	Monique Jacobs		
MODERATOR(S)	Maisa Adinolfi		
DURATION	2 hours	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	4
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INFORMATION/INSTRUCTIONS:

- This is a CLOSED-book assessment.
- **Answer ALL** the questions
- 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.
- The general UJ policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1 CASE STUDY**[62 MARKS]**

Read the attached LIMPOPO TOURISM & PARKS (LTP) case study and answer the questions below.

LIMPOPO TOURISM & PARKS DOMESTIC TOURISM MARKETING STRATEGY 2007-2012**Background**

Limpopo is situated in the northeast of South Africa, two hours by road from the country's major hub, Johannesburg. The province has abundant wildlife, a fascinating culture and fantastic scenic vistas. Limpopo Tourism & Parks (LTP), the provincial tourism authority responsible for marketing the province, recognises this potential and aims to get Limpopo into the top three tourist destination provinces within the next three years.

Mission statement and vision

The mission of the Domestic Tourism Marketing Strategy is as follows: "Limpopo Tourism & Parks (LTP) is committed to attracting domestic leisure and business visitors to Limpopo to enjoy its cultural heritage and beautiful scenery, enhance the national reputation of the province, and promote sustainable economic development and growth."

The market

The environmental analysis found that it is especially the black emerging middle class, the 'Black Diamonds', that pose a potentially lucrative group of customers to target. Various other markets such as adventure, hunting, niche tourism markets, the community market (i.e. people living in Limpopo but working in Gauteng), and residents of Limpopo were identified.

The product offering

Limpopo core offering include scenic and natural landscape, with an expected overabundance of pristine game reserves. This diversity is further reflected in additional augmented offerings such as adventure-based activities on offer in the province.

Potential visitors, local tour operators, and citizens of Limpopo are often unaware of what the province has to offer. In an increasingly competitive tourism environment, the need to communicate the 'visitor experience' of a destination rather than 'things to do' is important in order to appeal emotionally to the visitor.

New tourist routes are a new opportunity for Limpopo to take advantage of as the findings from the comprehensive tourism product analysis indicates. The benefits of such packaging and routes are two-fold; they enhance the visitor experience, while simultaneously spreading the volume and value of tourism around the province.

Domestic travel trade promotion

Tourism destinations are operating in an increasingly competitive marketplace. Several promotional methods to communicate various messages to the market segments have been identified. Advertising in local print and broadcast media, PR activities, sales incentives, and direct marketing have been identified as key promotional tools.

Alternatively, educationals (or 'familiarisation trips'), personal selling, and attendance at trade shows are key promotional tools to target the trade. In addition maintaining membership of travel industry associations is of paramount importance.

Source: Interviews with Achsah Phoshoko, PR & communications coordinator and Juliet Browne, Office Manager – Cape Town, Bam Strategic Marketing.

- 1.1 Illustrate by means of a diagram the three (3) levels of a product offering. (3)
- 1.2 Using Limpopo Tourism & Parks' (LTP) as the tourism product explain the three levels of the product offering illustrated in Q1.1. *Discuss each level by making use of Limpopo Tourism & Parks' (LTP) examples mentioned in the case study.* (3)
- 1.3 Who, according to the case study, are Limpopo Tourism & Parks' (LTP) main target markets? (2)

- 1.4 Using the LSM classification, determine which LSM segment would be the best market for Limpopo Tourism & Parks' (LTP) and justify your answer. (3)
- 1.5 Tourism offerings are often said to possess life cycles. Draw and correctly label the product life cycle stages. (7)
- 1.6 At what stage of the product life cycle is Limpopo Tourism & Parks' (LTP) currently? Justify your answer (2)
- 1.7 Critically evaluate Limpopo Tourism & Parks' (LTP) slogan. (2)
- 1.8 Name the four (4) guidelines for formulating a good slogan. (4)
- 1.9 Name the unique characteristics of a service. (4)
- 1.10 In which way is Limpopo Tourism & Parks' (LTP) attempting to attach tangible elements to their tourism product offering? (1)
- 1.11 Draw and correctly label the service marketing triangle. (6)
- 1.12 Explain how Limpopo Tourism & Parks' (LTP) is using this service marketing triangle in their business. (6)
- 1.13 Name five (5) reasons why Limpopo Tourism & Parks' (LTP) should do market research. (5)
- 1.14 Should Limpopo Tourism & Parks' (LTP) want to measure the effectiveness of introducing new tourist routes, which type of research method, should they implement and justify your choice?
Select one : Qualitative research / Quantitative research (2)
- 1.15 Name the eight (8) promotional methods used by LTP to market their tourism offerings as identified in the case study. (8)
- 1.16 Name two (2) promotional tools used by LTP to communicate various messages to their market segments. (2)
- 1.17 Name two (2) *advantages* of segmentation. (2)

QUESTION 2 DIAGRAMS

[20 MARKS]

- 2.1 Draw the seven (7) stages of the consumer decision-making process diagram. Also, include the factors influencing these stages. (11)
 - 2.2 Draw and correctly label the nine (9) key elements that make up the marketing communications process. (9)
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QUESTION 3: ADVERTISEMENT

[8 MARKS]

Critically evaluate the advertisement below in terms of the following;



- 3.1 Identify and explain the main objective of this advertisement? (2)
- 3.2 Explain if the advertisement is achieving the main objective. (2)
- 3.3 Identify the target market. (2)
- 3.4 Explain how this advertisement can be improved. (2)

QUESTION 4: SHORT QUESTIONS

[10 MARKS]

- 4.1 Name the four (4) main factors that affect the future of tourism, also referred to as *PEST analysis*. (4)
- 4.2 Discuss the term '*GEO-LOCAL TOURISM*' in detail. (2)
- 4.3 Technological innovation may be the most significant factors to affect the tourism marketer in coming years. Discuss the impact that technology may have on marketing tourism. (4)

TOTAL [100 MARKS]