



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	Supplementary Summative Assessment Opportunity December 2019

ASSESSMENT DATE	09 January 2019	SESSION	11h30 – 13h30
ASSESSOR(S)	Monique Jacobs		
MODERATOR(S)	Maisa Adinolfi		
DURATION	2 hours	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	5
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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 ISANDLWANA LODGE case study below and answer the questions that follows.

ISANDLWANA LODGE**Background**

Isandlwana Lodge in KwaZulu-Natal is unique in many ways. Two American women who met by chance on an aeroplane in 1996 built it. Their common interest in Southern African was the springboard from which a partnership was formed that led them to the heart of Zululand. The two enterprising women visited Isandlwana together for the first time in 1997. After discussing the possibility with the tribal councillors, the women and the councillors walked the site. Then a simple handshake with the Inkosi of the tribe created a partnership that has brought jobs to the local community and revenue to the tribal trust.

The brand

Another unique part of the story and their brand is that the lodge was purposely designed to look as though it grew out of the rock formations on which it was built. The distinctive shape of a shield can be seen in their branding. The lodge has a thatched roof and is built with rock from the area to resemble native kraals. In addition, most of the furniture in the lodge is made locally from indigenous wood. The columns that support the roof are from the old West Street Pier in Durban. Each column is named after a Zulu commander or significant person in the chain of command during the South African War of 1879. Isandlwana Lodge is believed to be one of the few tourism facilities built on an historical site in Southern Africa. The lodge was officially open in May 1999.

The market

Many of its overseas visitors come from the UK, the USA, Germany and Switzerland. Although Isandlwana is a niche tourism destination, it does not appeal to only one defined market, but rather to the international travellers, special interest groups and local corporate markets.

The product

Another unique characteristic of Isandlwana Lodge is its marketing activities. Its core tourism offering include luxury accommodation for three main groups – military, historical and cultural. These markets expect geographical features as well as authentic South African dinners cooked by a local chef and time to relax in a pool built among the rocks. In addition Isandlwana Lodge augments its core offering by being a battlefield destination, as many UK tourists spend their days touring the battlefields and listening to lectures on the Anglo-Zulu and Anglo-Boer wars by well-known historian and guide Rob Gerrard. Isandlwana Lodge is further attempting to tangibles its core offering by ensure their entire staff complement, from kitchen workers to receptionist, is trained in providing excellent service levels.

The promotional campaign

Isandlwana Lodge has made excellent use of various elements of the promotions mix to communicate its unique offering and carve a niche for itself in the tourism market. Isandlwana Lodge has produced a landscape DL-size full-colour brochure for international and local distribution. In addition, it has printed flyers featuring details of the guided tours of the battlefield. It also uses printed and online flyers to promote various seasonal and special interest campaigns. Isandlwana Lodge is also promoted via various tour operator programs in several tourist brochures that highlight the attractions of KwaZulu-Natal as well as by agencies that promote tailor-made packages. This is a cost-effective way for small businesses such as Isandlwana Lodge to market themselves.

A limited amount of advertising has been done. The focus remains on public relations communications in various national and international publications that are aimed at consumers who are interested in travelling in South Africa. Isandlwana Lodge communicates its brand by means of personal selling strategies constantly creating top-of-mind awareness with prospective intermediaries. Isandlwana Lodge is a good example of how to use a promotions mix to attract international travellers and still support the local market.

Source: Interview with Dionne Collett, Take Note Reputation Management, 2013.

- 1.1 Illustrate by means of a diagram the three (3) levels of a product offering. (3)
- 1.2 Using Isandlwana Lodge as the tourism product explain the three levels of the product offering illustrated in Q1.1. *Discuss each level by making use of Isandlwana Lodge examples mentioned in the case study.* (3)
- 1.3 Who, according to the case study, are Isandlwana Lodge main target markets (2)
- 1.4 Using the LSM classification, determine which LSM segment would be the best market for Isandlwana Lodge 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 Isandlwana Lodge currently? Justify your answer. (2)
- 1.7 Name the four (4) guidelines for formulating a good slogan. *Name four (4).* (4)
- 1.8 Formulate a good slogan for Isandlwana Lodge. (1)
- 1.9 Name the unique characteristics of a service. (4)
- 1.10 In which way is Isandlwana Lodge 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 Isandlwana Lodge is using this service marketing triangle in their business. (5)
- 1.13 Name five (5) reasons why Isandlwana Lodge should do market research. (5)

- 1.14 Should Isandlwana Lodge want to measure their staffs service levels which type of research method should they implement? Justify your choice.
Select one : Qualitative research / Quantitative research (3)
- 1.15 Which of the following pricing approaches best suit Isandlwana Lodge? *Select one: Cost based pricing / Demand pricing / Competitor pricing / Value based pricing.* (1)
- 1.16 Name the three (3) internal factors affecting pricing decisions. (3)
- 1.17 In May 1999, when Isandlwana Lodge initially launched, which pricing strategy would you as the marketer have suggested? Justify your answer.
Select one: Premium pricing / Market skimming / Penetration pricing (3)
- 1.18 Isandlwana Lodge would like to venture into online advertising. Name four (4) types of online advertising options available to them. (4)
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QUESTION 2 DIAGRAMS

[20 MARKS]

- 2.1 Draw the FIVE (5) steps in the marketing research process. (6)
- 2.2 Draw and correctly label the five (5) levels of Maslow's hierarchy of needs.(5)
- 2.3 Draw 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)
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QUESTION 4: SHORT QUESTIONS [10 MARKS]

- 4.1 Explain how *economic factors* will affect the future of tourism . (4)
 - 4.2 Discuss the term '*NOSTALGIA TOURISM*' in detail. (2)
 - 4.3 Discuss the impact that *environmental challenges* may have on marketing tourism. . (4)
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TOTAL [100 MARKS]