



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE**

**DEPARTMENT OF MARKETING**

**HOSPITALITY AND TOURISM MARKETING**

**CBU 4205**

**Second semester examination paper**

**April 2015**

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This examination paper consists of 3 pages

**Time allowed: 3 hours 15 minutes**

**Total Marks: 100**

**INSTRUCTIONS TO CANDIDATES**

Answer question **one** and any other **three** questions in section B.

**INFORMATION TO CANDIDATES**

- (i) Question **one** carries **40** marks and all other questions in section B carry **20** marks.
- (ii) Questions may be answered in any order.
- (iii) As much as possible, use relevant examples.
- (iv) This paper contains **seven** questions.

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**MARK ALLOCATION**

<b>Question</b>	<b>Mark Allocation</b>
<b>1</b>	<b>40</b>
<b>2</b>	<b>20</b>
<b>3</b>	<b>20</b>
<b>4</b>	<b>20</b>
<b>5</b>	<b>20</b>
<b>6</b>	<b>20</b>
<b>7</b>	<b>20</b>
<b>Total (for four questions)</b>	<b>100</b>

## **SECTION A**

### **Question 1** – Compulsory

#### **CASE STUDY: MARKETING AND BRANDING KWAZULU – NATAL**

***SOURCE: GEORGE R (2007) MARKETING SOUTH AFRICAN TOURISM 2<sup>ND</sup> EDITION***

#### **Required:**

- (a) Discuss how Tourism Kwazulu-Natal (TKZN) could promote its province to get international tourists to stay a little longer in the province. **(25 marks)**
  
- (b) Critically evaluate the ‘Zulu Kingdom’ brand. **(15 marks)**

## **SECTION B**

### **Question 2**

Assume that the Zimbabwe Tourism Authority has recruited you as a consultant to market Zimbabwe's premium tourist destination, the Victoria Falls, to source markets. How would you go about this assignment? **(20 marks)**

### **Question 3**

Evaluate the impact of online marketing for tourism organisations. **(20 marks)**

### **Question 4**

Evaluate the usefulness of national indicators in sustainable tourism in Zimbabwe. **(20 Marks)**

### **Question 5**

'The hospitality industry offers various services.' Discuss these services, highlighting the role they play in tourism. **(20 marks)**

### **Question 6**

Analyse the role played by National Tourism Organizations (NTO's) in marketing their countries as destinations of first choice. **(20 marks)**

### **Question 7**

'Accommodation is a very important component of tourism products and determines the type and scale of tourism that is possible at any destination.' Discuss this assertion. **(20 marks)**

**END OF EXAMINATION**