



FACULTY	AGRICULTURE, ENGINEERING & NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT & TOURISM STUDIES		
SUBJECT	TOURISM MARKETING		
SUBJECT CODE	GHT 3820 3840		
DATE	OCTOBER/ NOVEMBER 2021		
DURATION	3 HOURS	MARKS	100

SUPPLEMENTARY EXAMINATION

Examiner: M.E. KIMARO

External Moderator: DR H.H. BARTIS (Nelson Mandela University, South Africa)

This question paper consists of 3 pages excluding this front page.

Instructions

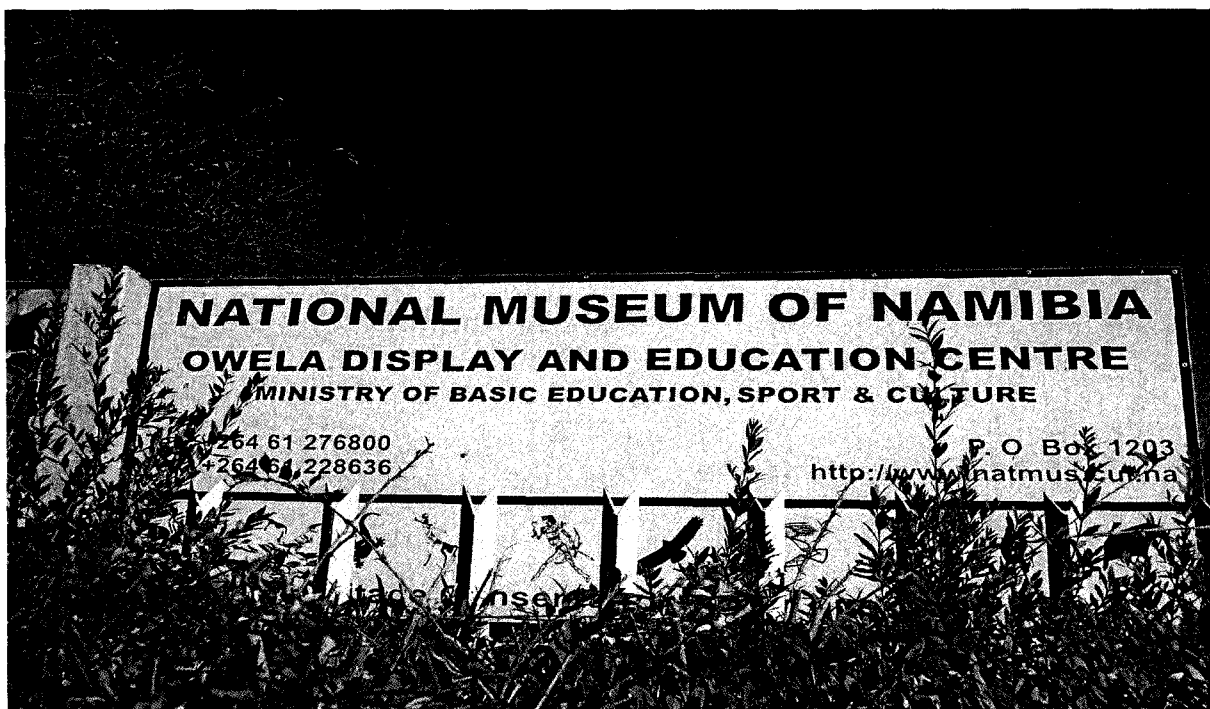
- 1. You must answer all the questions**
- 2. Number your questions correctly**
- 3. Write neatly and legibly**
- 4. Please be reminded that cheating in the examination will result in a failing grade**

SUPPLEMENTARY EXAMS TOURISM MARKETING 2022

Instructions: Answer all questions

1. Marketing uses specific marketing plans and techniques to do promotions. Explain using any three reasons why it is important to study tourism marketing? (6 marks)
2. One of the underlying frameworks of marketing is the service marketing triangle by Parasuraman (1996). Apply this framework to a tour guiding organization by explaining each of the three sides of the services marketing triangle. (6 marks)
3. The Bernard Lodge is located in the Kavango region. It has been receiving a decrease in the number of bookings by German tourists. As the marketing manager
 - a. Explain to the owner what the Ansoff Matrix is and describe its four contents (10 marks)
 - b. Apply the Ansoff matrix to suggest to the owner options on how to grow his lodge business. (8 marks)
4. Using Figure 1 below, apply any four distinct ways in which a marketer of the Owela Museum in Windhoek may communicate promotional messages to the public. (8 marks)

Figure 1: Owela Museum Signage in Windhoek



4. Destination branding is about identifying the destination's strongest and most competitively appealing assets in the eyes of its prospective tourists and communicating these with the tourists. Logos and slogans are used to achieve this. Analyse the logos and slogans below for Namibia and Zambia as destinations respectively (Figure 1 & 2). Describe what each intends to communicate or identify with as its products/services.

Figure 1: Destination logo and slogan

for Namibia



(10 marks)

Figure 2: Destination logo and slogan

for Zambia



(8 marks)

5. You are about to start a tour guiding business. The tours will be about showing the tourists the different attractions around the City of Windhoek. These tours are for tourists from the continent of Africa.

a. Describe using examples, any five main segmentation variables that you could use to segment the African tourism markets. (10 marks)

b. Who would you suggest to be your target market & why? (2 marks)

c. Explain any four targeting approaches that you could use for your business. (8 marks)

d. Elaborate on any three pricing strategies that you could use for this new offering, for tours in the City of Windhoek. (6 marks)

e. Suggest one pricing strategy from e. that would suit your tour guiding business and explain why you believe this strategy would be appropriate for your business. (2 marks)

6. a. You have been appointed as marketing manager of Philemon Africa Lodge. Advise the Manager on any four types of marketing orientations, he may need to consider. Discuss each.

(8 marks)

b. Explain to the manager, how each of these orientations can be used at different times and in different circumstances. (8 marks)