



**ASSIGNMENT 1<sup>ST</sup> SEMESTER : TOURISM AND HOSPITALITY  
MARKETING (THM001)**

**CHAPTERS COVERED : 2, 3 and 7**

**DUE DATE : 3:00 p.m. 20 MARCH 2012**

**TOTAL MARKS : 100**

### **INSTRUCTIONS TO CANDIDATES FOR COMPLETING AND SUBMITTING ASSIGNMENTS**

The complete 'Instructions to Students for Completing and Submitting Assignments' must be collected from any IMM GSM office, the relevant Student Support Centre or can be downloaded from the IMM GSM website. It is essential that the complete instructions be studied prior to commencing your assignment. The following points highlight only a few important notes.

1. You are required to submit ONE assignment per subject.
2. The assignment will contribute 20% towards the final examination mark, and the other 80% will be contributed by the examination, however, the examination papers will count out of 100%.
3. Although your assignment will contribute towards your final examination mark, you do not have to earn credits for admission to the examinations; you are automatically accepted on registering for the exam.
4. Number all the pages of your assignment (e.g. page 1 of 4) and write your name and surname, student number and subject at the top of **each** page.
5. The IMM GSM requires assignments to be presented in a typed format, on plain A4 paper. Unless otherwise specified, this assignment must be completed within a limit of 1500 words, excluding the bibliography. Students who exceed the word limit may find that only part of the submitted assignment will be marked.
6. A separate assignment cover, which is provided by the IMM GSM, must be attached to the front of each assignment.
7. Retain a copy of each assignment before submitting, in case the original does not reach the IMM GSM.
8. The assignment due date refers to the day up to which assignments will be accepted for marking purposes. The deadline is 3:00 p.m. on 20 March 2012. Late assignments will be accepted, but **25 marks** will be deducted from the maximum mark, if received after 3:00 p.m. on 20 March 2012 and up to 5:00 p.m. the following day, after which no assignments will be accepted.
9. If you fail to follow these instructions carefully, the IMM Graduate School of Marketing cannot accept responsibility for the return of the assignment. It may even result in your assignment not being marked.

Results will be available on the IMM GSM website, [www.immgsm.ac.za](http://www.immgsm.ac.za), on Friday, 4 May 2012.

**Refer to the case study “Bushmans Kloof Wilderness Reserve Retreat” and answer ALL the questions that follow**

**QUESTION 1 [20]**

- 1.1 One of the underlying frameworks in the text is the services marketing triangle. Discuss each of the three sides of the services marketing triangle in the context of Bushmans Kloof. (9)
- 1.2 Discuss the physical evidence provided by Bushmans Kloof to help it tangibilise its offerings. (6)
- 1.3 Using the information on the Bushmans Kloof website, how would you describe this reserve? (5)

**QUESTION 2 [20]**

Tourism offerings have specific characteristics. Choose a tourism organisation and by using examples explain what these characteristics are and what strategies management uses to manage the effects of these characteristics.

**QUESTION 3 [25]**

Choose any tourism or hospitality organisation. Describe the organisation fully. What micro-environmental and macro-environmental factors would you need to take into account when marketing your organisation. Your answer needs to be based on examples from a specific organisation.

**QUESTION 4 [25]**

You have been appointed as a marketing consultant to an organisation that promotes incoming tourism to South Africa. How would you apply your knowledge of tourist and consumer typologies and consumer markets to assist you in developing the offering that you would market? Your answer needs to include justification of your choice of specific offerings.

**PRESENTATION [10]**

**ASSIGNMENT TOTAL: 100**

## **BUSHMANS KLOOF WILDERNESS RESERVE & RETREAT**

Bushmans Kloof Wilderness Reserve & Retreat is situated approximately 270km north of Cape Town, on the edge of the Cederberg Wilderness Area, which forms part of the Cape Floral Region - a World Heritage Site.

The land was purchased in 1992 by the McAdam family. This unique Wilderness Reserve is an ecological oasis situated between the plains of the Great Karoo and the Cederberg Mountains. Over the last 10,000 years, it has been the favoured hunting ground of the San who once travelled across Africa in search of food and water. Bushmans Kloof is a South African Natural Heritage Site (NHS), is the proud custodian of more than 130 pristine rock art sites, and is widely recognised as the “world’s largest open air art gallery”.

When the McAdam family purchased the land, they set about building a pristine wilderness area on a 6300 ha reserve created from five farms. Bushmans Kloof, which has been declared a South African NHS in recognition of its cultural, historical and environmental significance, is a proud member of the prestigious Relais and Chateaux Marketing Association.

In January 2004 the property was acquired by the Tollman family. The vision of the new owners is to maintain and enhance the magical Bushmans Kloof experience. The staff members at Bushmans Kloof focus on providing greater customer satisfaction. According to Jill Wagner, Bushmans Kloof’s Sales and Marketing Manager, “The key is providing more flexibility. In terms of dining choices, for example, a romantic dinner in the comfort of the room or in the bush”. Jill added, “Flexibility has been extended in terms of accommodation choices – a private villa (Koro Lodge) has been developed to offer families or groups of friends travelling together complete privacy, and the Riverside Supreme Suite was upgraded to offer the ultimate in luxury wilderness experience.

To further enrich the guest’s stay, the Heritage Centre was built. Here Bushman artefacts are displayed, with the aim of increasing knowledge of the people, geology, and history of the area. Winter Specials have been extended, with many innovative themes, such as an Archaeology Event, Botanical Weekends and special Gourmet Food and Wine weekends.

Every suite and standard room boasts designer en-suite bathrooms and private terraces with magnificent views, while the Riverside Supreme Suite includes a spacious lounge with fireplace, luxurious bedroom, and private infinity pool. The Manor House offers two deluxe rooms and two luxury suites, as well as a reception area and a wooden-decked veranda with panoramic views.

Renowned for stylish and contemporary cuisine, the Head Chef at the Lodge specialises in Cape Cuisine that features seasonal dishes with a touch of Cape Heritage, using organically grown farm produce and the finest ingredients from the reserve’s fruit, vegetable and herb gardens. Furthermore, guests are invited to select top South African wines from the award-winning cellar.

According to Jill, “Greater consistency and attention to detail have also been introduced at the Lodge, such as the way a tray is set, improving minibar items, night time turn-downs and the addition of special touches”. Jill, with her team of 80, is dedicated to the taking of Bushmans Kloof to new heights while maintaining the principles of nature conservation established by the McAdam family on this reserve. She added, “We will continue to update staff training, ensuring an even more flexible customised approach”. One of Bushmans Kloof’s greatest assets has always been its people, some of whom have been there since its inception in 1996. Staff is proudly dressed in crisp khaki uniforms and with a guest-to-staff ratio of approximately 2,6 to 1, personal service is guaranteed.

Bushmans Kloof’s main markets include the UK, Germany, the USA and South Africa. Advertising has been conducted in selected newspapers and magazines and through Bushmans Kloof’s website. Extensive publicity for Bushmans Kloof has also been generated by the many accolades it has received. It was rated by UK Tatler amongst the Top 101 Best Hotels of the World (2008) and in 2007 it was the winner of the coveted Relais and Chateaux Environment Trophy.

Bushmans Kloof was a finalist in the Conservation category of the 2006 World Travel & Tourism Council: Tourism for Tomorrow Awards, and won The Diners Club International Wine List of the Year for three consecutive years (2005, 2006, and 2007). The company’s stylishly designed logo, glossy brochures, and environmentally friendly stationery reflect the high standard that has been set at the award-winning lodge.

The consistent positioning used by Bushmans Kloof provides a good example of how a unique and upmarket wilderness reserve manages the various characteristics of services it provides.

Source: Interview with Jill Wagner, Sales and Marketing Manager Bushmans Kloof Wilderness Reserve & Retreat. Published in George, R., 2008. *Marketing Tourism in South Africa*. 3<sup>rd</sup> ed. Oxford University Press. Case Study questions are taken from the same source.