



**FACULTY OF MANAGEMENT  
MAIN EXAMINATION OCTOBER 2015  
DEPARTMENT OF TOURISM MANAGEMENT**

<b><u>MODULE</u></b>	TOURISM DEVELOPMENT 3
<b><u>CODE</u></b>	TOW3B21
<b><u>DATE</u></b>	31 OCTOBER 2015
<b><u>DURATION</u></b>	2 HOURS
<b><u>TIME</u></b>	08:30
<b><u>TOTAL MARKS</u></b>	100

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<b><u>EXAMINER</u></b>	MISS. KGANYA RAMOSHABA
<b><u>EXTERNAL MODERATOR</u></b>	PROF. CINE VAN ZYL
<b><u>NUMBER OF PAGES</u></b>	3

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**INSTRUCTIONS TO CANDIDATES:**

- This is a closed book assessment.
- Students **CANNOT** keep the question paper
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

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**QUESTION 1****[20]**

A detailed selection process is used to identify cultural attractions in tourism. This process comprises five (5) distinct stages, i.e. the inventory phase, the description phase, the assessment phase, the evaluation phase, and the attraction-mix strategies (packaging phase).

- 1.1 Explain the significance of the attraction selection process for cultural tourism development. (2)
- 1.2 Present a brief overview of five (5) C's of the evaluation phase of the selection process. (10)
- 1.3 Briefly provide an overview of four (4) attraction-mix strategies of the selection process. (8)

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**QUESTION 2****[20]**

- 2.1 Township tours have been identified as a new and exciting cultural heritage tourism product with the potential to introduce a fresh dimension to the largely eco-tourism driven leisure market in South Africa. Despite this identified potential a 2004 study by the Pro-Poor Tourism (PPT) project identified some problems relating to township tourism. Choose the five (5) most appropriate challenges that will directly affect the host community in Soweto. Present this in essay form using your own examples. (10)
- 2.2 Open Africa is a registered non-profit organisation involved in the development of tourism routes. The Open Africa team has developed a presentation called 'Starting a route in three easy steps' which is presented as part of a workshop to a community interested in developing a tourism route. Provide a brief description of each of the steps involved in developing a tourism route. (6)
- 2.3. Provide two valid points which best explain the domestic market perspective to South African cultural tourism product development. (4)

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**QUESTION 3****[22]**

- 3.1 Briefly explain the difference between **formal education** and **informal education** in heritage interpretation and provide one (1) example for each.

(2)

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- 3.2 Discuss the significance of the growing use of technology in the presentation of cultural heritage by making use of examples to illustrate your understanding. (4)
- 3.3 Freeman Tilden is regarded the 'father of heritage interpretation'. The significance of Tilden's work lies in understanding the essence of heritage presentation and interpretation and developing its fundamental principles. Use examples to explain the two main principles as the founding blocks of heritage interpretation. (6)
- 3.4 In cultural tourism development there are five main characteristics/qualities cultural heritage assets should possess in order for them to be regarded as potentially successful cultural heritage products? Briefly outline these five (5) characteristics/quality. (10)

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**QUESTION 4****[18]**

- 4.1 There are two levels of cultural tourism product development. Differentiate between the two levels and discuss the main characteristics of each level. (6)
- 4.2 From eight tactics used in transforming cultural heritage assets into cultural tourism products, select four which are best suited for the development of cultural heritage route. Use examples to substantiate your choices. (12)

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**QUESTION 5****[20]**

- 5.1 Discuss five (5) negative effects that globalisation might have on the world's tourism. (10)
- 5.2 Dr Danisa Baloyi, Deputy Chairperson of the Board of South African Tourism addressed business leaders from Africa that 'Tourism in South Africa is the new gold'. In your own words, present a discussion of the socio-economic significance of tourism in South Africa. (5)
- 5.3 Tourism has been identified by the International Monetary Fund (IMF) as an export strategy for heavily indebted countries. Outline a few characteristics of tourism as an invisible export strategy. (5)

**TOTAL: 100**