



**FACULTY OF MANAGEMENT
SUPPLEMENTARY EXAMINATION 2015
DEPARTMENT OF TOURISM MANAGEMENT**

<u>MODULE</u>	TOURISM DEVELOPMENT 3
<u>CODE</u>	TOW3B21
<u>DATE</u>	DECEMBER 2015
<u>DURATION</u>	2 HOURS
<u>TIME</u>	
<u>TOTAL MARKS</u>	100

<u>EXAMINER</u>	MISS. KGANYA RAMOSHABA
<u>EXTERNAL MODERATOR</u>	PROF. CINE VAN ZYL
<u>NUMBER OF PAGES</u>	4

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.

QUESTION 1

[22]

- 1.1 Explain the role social control plays in maintaining a group's stability. (2)
- 1.2 There are eight agencies of social control according to Bogardus (1920). Of those, five agencies can be enforced by any traditional community since they are not government controlled. Discuss the main characteristics of these five agencies of social control. (10)
- 1.3 Outline the differences between the **Classical Grand Tour** and the **Romantic Grand Tour**. Present the key features you have identified and highlight the significance of each type of travel to the development of mass tourism. (10)
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QUESTION 2

[22]

- 2.1 The recent xenophobia attacks in South Africa shocked the nation and highlighted the issues around crime in the tourism industry. In an **essay** form present the issues of the popularity of cultural heritage attractions. Structure your essay in three (3) valid paragraphs addressing the issues arising from the points outlined below:
- An overview of the the impacts crime has on the popularity of a destination such as Johannesburg. (10marks)
 - The significance of experiential, marketing and cultural attributes on attractions popularity. (9marks)
 - The possible consequences of poor management of a popular tourism destination. (3)
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QUESTION 3

[20]

Over the past 15 years, since being recognised as the 'new' type of tourism, cultural tourism has rapidly evolved from a merely niche-market, special-interest subset, to a recognisable, definable tourism form. It's phenomenal growth helped cultural tourism expand to include within its scope some formerly independent forms of tourism. The widely accepted categorisation of cultural tourism by Melanie Smith (2003) comprises of six main forms.

- 3.1 Present a short overview of three forms of cultural tourism which are the most suitable for community-based development. For each selected form further create (and describe) a cultural product which, in your opinion, will be an effective tool in alleviating poverty at a grass-root level. (12)

...Cont.

- 3.2 Present an overview of ethical tourism. Further discuss if ethical tourism can be regarded as a pro-poor tourism strategy or not. Present an argument to substantiate your choice. (4)
- 3.4 The London Great Exhibition began the popular trend of the World Fairs, the dominant events of the 19th century. In your own words present an overview of the contribution of the exhibition to interpretation and presentation of cultural heritage. (4)
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QUESTION 4

[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).

- 4.1 Identify the four (4) A's in the cultural attraction **assessment** phase of the selection process to determine cultural attractions in tourism. (4)
- 4.2 Briefly describe the five (5) C's in the **evaluation** phase of the selection process to determine cultural attractions in tourism. (10)
- 4.3 Differentiate between clustering and theming attractions' mix-strategies. Provide examples for each strategy. (6)
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QUESTION 5

[16]

- 5.1 There is a clear distinction made between cultural resources and attractions in cultural heritage studies. Differentiate between cultural 'resources' and 'attractions'. Further identify and explain the main characteristics of the three (3) main forms of cultural tourism attractions and provide one (1) example for each. (12)
- 5.2 Explain the significance of the Nara Document on Authenticity. (4)

TOTAL: 100