



**PROGRAM** : BA TOURISM DEVELOPMENT

**SUBJECT** : TOURISM DEVELOPMENT I: TOURISM SYSTEM

**CODE** : TOW1A11 and TOU11A1

**DATE** : 10 JUNE 2014 : MAIN EXAMINATION

**DURATION** : 13:30 – 15:30 : 2 HOURS

**WEIGHT** : 50%

**TOTAL MARKS** : 100

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**EXAMINER** : Mrs N Wakelin-Theron

**MODERATOR** : Mrs M Adinolfi

**NUMBER OF PAGES** : 4 pages

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**INSTRUCTIONS** : QUESTION PAPERS MUST BE HANDED IN

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- This is a closed book assessment.
  - 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

[38]

**1.1 Each of the following words/terms/phrases has an effect on the tourism industry either from a supply or a demand side. Explain the meaning and effect of the term by supporting your answer with valid theory. (15)**

- 1.1.1 Demand {2}
- 1.1.2 Factors affecting world tourism growth {3}
- 1.1.3 Long-haul destinations {2}
- 1.1.4 Global distribution system {1}
- 1.1.5 Deregulation of the airline industry {2}
- 1.1.6 Globalization {3}
- 1.1.7 Disintermediation {2}

**1.2 Decode the following abbreviations. (8)**

- 1.2.1 TCGSA {1}
- 1.2.2 SAVRALA {1}
- 1.2.3 ASATA {1}
- 1.2.4 WTO {1}
- 1.2.5 FEDHASA {1}
- 1.2.6 NTSS {1}
- 1.2.7 StatsSA {1}
- 1.2.8 ACSA {1}

**1.3 Compare the following terms and clearly provide the differences. (10)**

- 1.3.1 Classifying the accommodation sector vs. Grading system (5)
- 1.3.2 Disintermediation vs. intermediaries (5)

**1.4 Refer to Annexure A: World Map. Identify the various letters on the map: X, Y, Z resembles oceans, big capital alphabetical letters (A,B,C...) represent countries/group of countries and small alphabetical letters (a, b, c...) represent capitals. (5)**

- 1.4.1 X
- 1.4.2 Z
- 1.4.3 A
- 1.4.4 B
- 1.4.5 c

Cont...

## QUESTION 2

[35]

- 2.1 Give the generally accepted definition of “tourism” as compiled by the WTO and the UN in 1993. (4)
  - 2.2 Explain and illustrate with a graph Leiper’s Tourism System approach. In additional, add the sectors that are familiar to you to the supply side, provide a list of external influences and appropriate headings that are applicable to the graph. Apply and support your graph by adding a practical example of your choice. (15)
  - 2.3 Name six (6) characteristics of what makes tourism products so unique. (6)
  - 2.4 Seasonality effects management on various levels. Explain what seasonality is. Relate seasonality to **management impacts and effects** on the supply sectors. (10)
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## QUESTION 3

[27]

- 3.1 Explain tourism as being a “volatile” industry; provide reasons for this with clear local or international examples. (5)
  - 3.2 List and discuss positive and negative impacts of tourism on a country or destination. (10)
  - 3.3 Briefly discuss why is it important to measure tourism movement? (3)
  - 3.4 Briefly discuss why is it difficult to measure domestic tourism? (3)
  - 3.5 What type of obstacles exists to hinder travellers to travel? (2)
  - 3.6 Identify “visitor’s profile” of a tourist who would visit a destination like South Africa and the attraction the Kruger National Park. (4)
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Cont...

**Grand Total [100]**

## World Map

22° Tropic of Cancer

0° Equator

22°S Tropic of Capricorn

