



FACULTY OF MANAGEMENT

JUNE MAIN Examination

<u>DEPARTMENT</u>	TOURISM MANAGEMENT
<u>MODULE</u>	TOURISM PLANNING / TOURISM DEVELOPMENT 2A
<u>CODE</u>	TOD22A2 / TOW2A11 / TOU12A2
<u>DATE</u>	6 JUNE 2016
<u>DURATION</u>	2 HOURS
<u>TIME</u>	12:30
<u>TOTAL MARKS</u>	100

<u>EXAMINER</u>	Mrs. M. ADINOLFI
<u>MODERATOR</u>	Dr. M. IVANOVIC
<u>NUMBER OF PAGES</u>	7 PAGES

INSTRUCTIONS TO CANDIDATES:

- This is a closed book assessment.
- Question 1 (multiple choice) must be answered in the answer book provided
- 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 2**[25]**

- 2.1 Name and briefly discuss any four (4) barriers to tourism growth that South Africa currently faces. (8)
- 2.2 Briefly explain what is meant by the term 'sector' and further provide one (1) example of an economic and a social sector. (3)
- 2.3 Name and briefly discuss the two (2) types of government involvement in planning. (4)
- 2.4 Provide a brief outline of the general structure of government levels ultimately responsible for the development of tourism in South Africa. (6)
- 2.5 Briefly discuss what the main focus of Local Economic Development (LED) is and how it can be linked to Spatial Development Initiatives. (3)
- 2.6 What is the role of Carrying Capacity in minimising tourism impacts? (1)
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QUESTION 3**[50]****ANSWER ANY TWO (2) OF THE FOLLOWING QUESTIONS:**

- 3.1 Discuss the importance of domestic tourism within the context of the global and local tourism economy with specific reference to what the ***Domestic Tourism Strategy*** has to say about domestic tourism. Your answer should refer to the following aspects:
- The characteristics of domestic tourists.
 - The importance of domestic tourism to South Africa's tourism sector.
 - The need to increase domestic tourism expenditure, volume, length of stay, and geographical spread.
 - The need to decrease seasonality.
 - Planned actions for addressing these issues.
 - The 5 critical domestic market segments.
- (25)
- 3.2 Discuss the planning that goes into theme park development, with specific reference to ***Disneyworld*** as a tourism destination and the successes and challenges which they faced in its development in comparison to other theme parks that failed. Your answer should refer to the following aspects:
- The size and scale of the Theme park industry.
 - The birth of the theme park concept.
 - Disneyland's location, cost, transport links, proximity to other attractions, potential new markets, their marketing efforts, how they have survived for so long.
 - Theme park failures: American Adventure and Splendid China.
- (25)

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3.3 Discuss the **Maputo Development Corridor (MDC) SDI** with specific reference to the following aspects:

- What SDIs are, with brief reference to their principles and strategies.
- The significance of the MDC catchment area.
- Problems/challenges identified in the area that the SDI sought to solve.
- Examples of how the SDI solved some of these problems – i.e. projects that were completed.
- Whether the SDI was successful and why/why not.
- How LED (Local Economic Development) was connected to the SDI.

(25)

Total: [100]

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