



FACULTY OF MANAGEMENT

November Main Examination

DEPARTMENT

Tourism Management

<u>MODULE</u>	TOURISM DEVELOPMENT 1B / IMPACTS OF TOURISM
<u>CODE</u>	TOW1B21 & TOU21B1 / TOD11B2
<u>DATE</u>	24 NOVEMBER 2016
<u>DURATION</u>	2 HOURS
<u>TIME</u>	08:30
<u>TOTAL MARKS</u>	80

<u>EXAMINER</u>	Mrs. M. ADINOLFI
<u>MODERATOR</u>	Dr. M. IVANOVIC
<u>NUMBER OF PAGES</u>	5 PAGES

INSTRUCTIONS TO CANDIDATES:

- 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.

...Cont...

QUESTION 2

[15]

2.1 Discuss the following term: **neo-colonialism** in the questions that follow:

2.1.1 Provide a definition for neo-colonialism.

(3)

2.1.2 Explain how tourism in less developed countries can be considered a form of neo-colonialism.

{1}

2.1.3 Provide one (1) example of neo-colonialism in developing countries.

{1}

{1}

2.2 Identify and discuss the two (2) **external** elements of a SWOT Analysis in the tourism product development process.

2.3 Provide an example of a **core** product and a **facilitating** product.

(4)

2.4 What term is used to describe tourism that is typical of *all-inclusive* resorts that leads to spatial concentrations of tourism and its benefits?

(2)

2.5 Explain how **territorial** and **relational** communities could be incorporated into a destination's tourism offerings.

(1)

2.6 Discuss the following term: **tourism multiplier effect** in the questions that follow:

(2)

2.6.1 Explain the principle of the tourism multiplier effect.

(3)

2.6.2 Explain why the tourism multiplier effect is so important for South Africa's economy.

{1}

2.6.3 Provide one (1) example of the tourism multiplier effect.

{1}

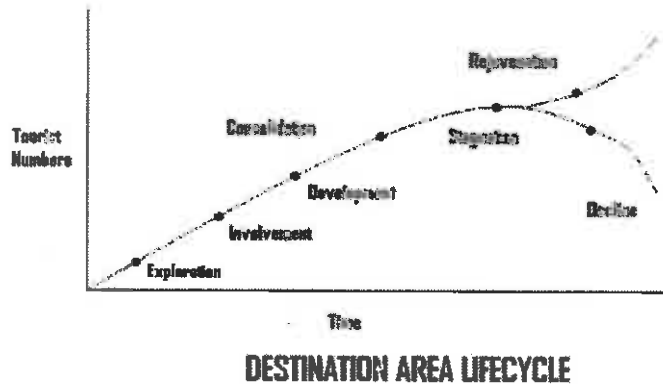
{1}

...Cont...

QUESTION 3**[12]**

Using the diagram below that indicates Butler's destination area lifecycle; briefly discuss the stages of **exploration, involvement, consolidation and stagnation**. Make specific reference to: **a)** the change in tourist numbers and their significance {1x4 stages}, **b)** infrastructural changes {1x4 stages}, and **c)** the significance of impacts at each stage {1x4 stages}.

(12)

**QUESTION 4****[13]**

- 4.1 Briefly discuss how tourism may cause **ecological damage** and provide an example to support your answer. (3)
- 4.2 Briefly explain any one (1) way that **congestion** and any one (1) way that **overcrowding** in tourism can be overcome. (2)
- 4.3 Name any two (2) **external trends** that may affect the tourism industry. (2)
- 4.4 Identify and briefly discuss any three (3) **growing types** of tourism that are beneficial for communities in developing countries. (6)

QUESTION 5**[30]**

The following questions are to be answered in essay format. Make sure that you use paragraphs and write in full sentences. Avoid listing information without any proper explanation. Use examples to support your discussions wherever possible. You must **answer any two (2) of the following questions:**

5.1 Discuss the ***relationship between the tourism and agricultural sectors*** in detail with specific reference to the following:

- The significance of such a relationship in the context of the developing world {1}
- Challenges in creating these linkages {6}
- Opportunities for creating these linkages {3}
- Solutions for overcoming such challenges {3}
- Real world examples of such linkages to support your discussions {2}

(15)

5.2 Discuss the ***nature of tourism in the less developed world*** in detail with specific reference to the following:

- The three periods of tourism research that typify the changing perspectives on tourism in less developed countries (late 1950s-1970s, 1970-1985 / disenchantment period, and 1985 onwards / differentiation period) {6}
- Issues of power and influence {2}
- The role of communities and challenges regarding their participation in tourism development {3}
- The impacts of tourism on less developed countries {4}

(15)

5.3 Discuss the concept of ***fair trade*** and how it has been applied to the tourism sector with specific reference to the following:

- The origin of the fair trade movement {4}
- It's importance for the tourism sector {2}
- How it has been applied in the tourism sector {3}
- Challenges in implementing fair trade {4}
- Real world examples to support your discussions {2}

(15)

Total: [80]