Faculty Management
School of Tourism and Hospitality Management
Department of Tourism Management

NOVEMBER MAIN EXAMINATION 2016

UNIVERSITY
JOHANNESBURG

MODULE	TOURISM DEVELOPMENT 3B
CODE	TOW3B21
DATE	26 NOVEMBER 2016
DURATION	2 HOURS
TIME	08:30
TOTAL MARKS	100

EXAMINER	Mr S. LUKHELE
EXTERNAL MODERATOR	Dr T. TAYLOR
NUMBER OF PAGES	3 PAGES

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 [19]

1.1 Describe what social control is and state its main objective. (3)

1.2 Name one (1) an example of a South African national identity and cultural identity. (1)

1.3 Present a short overview of two (2) approaches to defining community. Further provide one (1) example for each approach. (6)

1.4 State the importance of language in tourism. (2)

1.5 What do you understand by cultural identity, and why do you think it is it important in cultural tourism? (3)

1.6 Name two (2) main groups of elements as outlined in UNESCO 1995 definition of culture and provide one (1) examples for each group. (4)

QUESTION 2 [16]

2.1 Three (3) fundamental human rights provided favourable conditions for the rise of mass tourism. Name the three (3) fundamental human rights in tourism. (3)

2.2 Several factors have contributed to tourism travel evolving into the predominant form of mass leisure activity, name two (2) factors. (2)

2.3 Briefly explain why the tourism activity is regarded as being an invisible export. (2)

2.4 Select one (1) out of the eight United Nations Millennium Development goals and clearly state how tourism has contributed towards achieving your selected goal. (4)

2.5 Explain why you would promote tourism in South Africa over the gold mining industry. (2)

2.6 Name the three (3) characteristics of tourism as an invisible export strategy that gives developing countries a rare opportunity to compete with developed countries. (3)

QUESTION 3 [20]

3.1 The ATLAS definition represented a breakthrough in defining cultural tourism. What are the two (2) cultural motives for tourism travel identified by the ATLAS definition? (2)

3.2 List four (4) South African World Heritage Sites and years of inscription. (Alternatively, list four (4) South African WHS and province). (2)

3.3 Provide two (2) reasons why arts tourism resisted tourism participation. (4)

3.4 Differentiate between the respective focuses of ethical and creative tourism and provide one example for each type. (4)

3.5 Melanie Smith (2003) presented several categories of cultural tourism. Choose one (1) type of cultural tourism and state why you would promote it in South Africa. (3)

3.6 Choose one (1) of the following and discuss: Creative tourism, Ethical tourism and Life-seeing tourism. (5)

QUESTION 4 [15]

4.1 What is the importance of the selection process in cultural attractions? (2)

4.2 Compiling an inventory of cultural resources is an on-site process whereby all attractions are categorized and listed on a custom-made inventory sheet or matrix. Briefly discuss the four (4) steps in compiling a cultural attraction inventory. (8)

4.3 Discuss what bunching / clustering of cultural attraction is and its importance in order to create a successful and attractive cultural package for tourism consumption. (5)

QUESTION 5 [15]

5.1 Name and discuss the two (2) approaches to tourism product development. (6)

5.2 You are appointed as a leader of Open Africa Project Team and have been tasked to assist a community develop a dream route. What steps would you follow to ensure that the route is well established? (9)

QUESTION 6 [15]

6.1 Discuss McIntosh's motivational categories central of cultural motives. (15)