

# **FACULTY OF MANAGEMENT**

## First Semester Supplementary Examination

**DEPARTMENT** School of Tourism and Hospitality

MODULE Tourism Development NQF 8

CODE TOD44A4 – TDM8X04

**DATE** Tuesday 18 July 2017

**DURATION** 3 HOURS

**TIME** 1130-1430 **OPEN BOOK** 

TOTAL MARKS 100

**EXAMINER** Dr. P. Thomas

MODERATOR Dr. T. Taylor

NUMBER OF PAGES 4 PAGES including this page

### **INSTRUCTIONS TO CANDIDATES:**

In answering these questions ENSURE you use your own words and do not copy directly from your open book sources. <u>Your marks will be substantially reduced for direct copying.</u>

#### **SECTION A**

Answer any 3 of the 4 questions

### **SECTION B**

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- ANSWER ALL QUESTIONS INSECTION B
- This is an OPEN book assessment.
- Read the guestions 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.

### THIS IS AN OPEN BOOK EXAM.

You may use slide print outs, text books, readings and any extra <u>printed</u> material you think appropriate.

You may NOT use any type of electronic equipment to access information.

SECTION A (60 marks) ANSWER ANY THREE (3) OF THE FOLLOWING FOUR (4)		
QUESTIONS		
(copying directly from the text book or slides results in no marks)		F0.07
SECTION A QUESTION ONE		[20]
1. Using your knowledge of tourism development (reading 1 - from economic growth to sustainability), discuss the concepts proposed to measure growth, in terms of sustainable business development and thus sustainable tourism development that were proposed by researchers such as Seers, Goulet and the U.N. between 1969 and the 1980s.	(20)	
SECTION A QUESTION 2		[20]
2.1 Differentiate between the following in terms of sustainability / sustainable development:		
2.1.1 Strong and weak sustainability;	(4)	
2.1.2 Mitigation and adaptation;	(4)	
2.1.3 Ecotourism and nature tourism.	(4)	
2.2 Compare the concepts of inter-generational equity and intra- generational equity.	(8)	
SECTION A QUESTION 3		[20]
Scholte (2002) in READING 3 – Tourism, Globalization and Post Development noted that, "Globalisation is best perceived as the spread of transplanetary connections between people".		
3.1 Tourism is an industry dominated by small and micro (SME) businesses. Discuss five (5) advantages (pros) / disadvantages (cons) of being a tourism SME with regards to the type of market share you can attract in a connected world.	(10)	
3.2 In terms of globalisation bringing tourism business opportunities, there are some countries known in academic literature as Least Developed Countries (LDC), which do not currently benefit from globalisation.		
Discuss the types of challenges that a LDC with a spectacular natural resource such as the Victoria Falls in Zimbabwe may typically encounter, in terms of developing <b>tourism businesses</b> .	(10)	
SECTION A QUESTION 4		[20]
"Given tourism's importance in global challenges of climate change and poverty reduction, there is a need to urgently adopt a range of policies, which encourage truly sustainable tourism and that reflect 'a		