



## FACULTY OF MANAGEMENT

### June MAIN EXAMINATION

**DEPARTMENT**

Tourism Management

<b><u>MODULE</u></b>	TOURISM DEVELOPMENT 1 / TOURISM SYSTEMS
<b><u>CODE</u></b>	TOW1A11 & TOU1A11
<b><u>DATE</u></b>	5 JUNE 2017
<b><u>DURATION</u></b>	2 HOURS
<b><u>TIME</u></b>	08:30
<b><u>TOTAL MARKS</u></b>	120

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<b><u>EXAMINER</u></b>	N Wakelin-Theron
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<b><u>MODERATOR</u></b>	M Adinolfi
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<b><u>NUMBER OF PAGES</u></b>	6 pages
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**STUDENT NAME:** \_\_\_\_\_

**STUDENT NUMBER:** \_\_\_\_\_

#### **INSTRUCTIONS TO CANDIDATES:**

- This is a closed book assessment.
- Answer on 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.

...Cont...

# QUESTION 1

[20]

You are an information officer at a local airport, you will be in contact with travellers regularly and therefore it is important to know the industry, be able to enhance travellers' experiences and understand concepts that enhance tourism growth. Therefore answer the following questions:

- 1.1 Identify the following countries that are represented through alphabetical numbers, identify the cities by referring to only the numbers and identify the oceans by referring to X,Y and Z only. Clearly indicate this in a table format in your script.

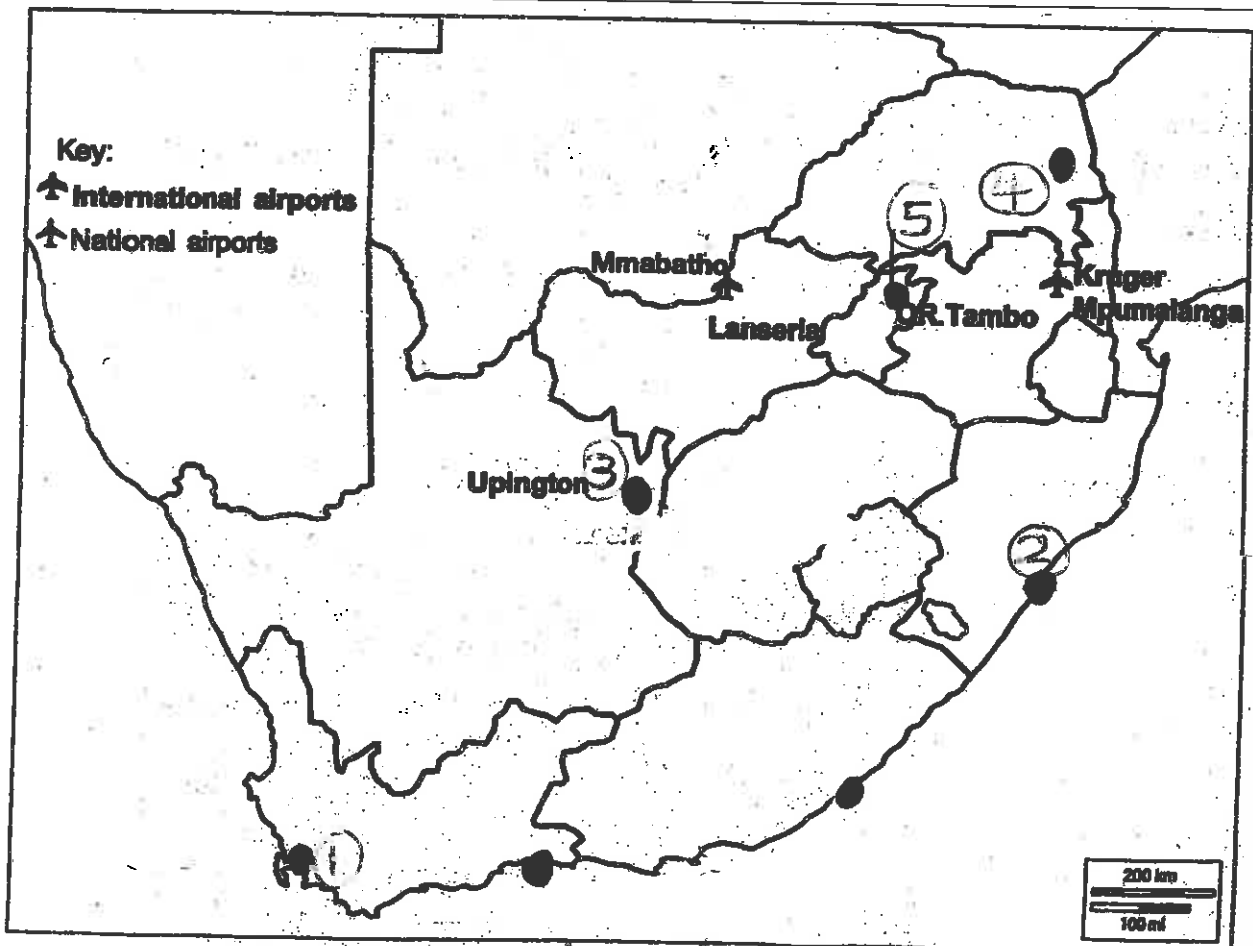
[5 + 5 =10]

Refer to map of South Africa

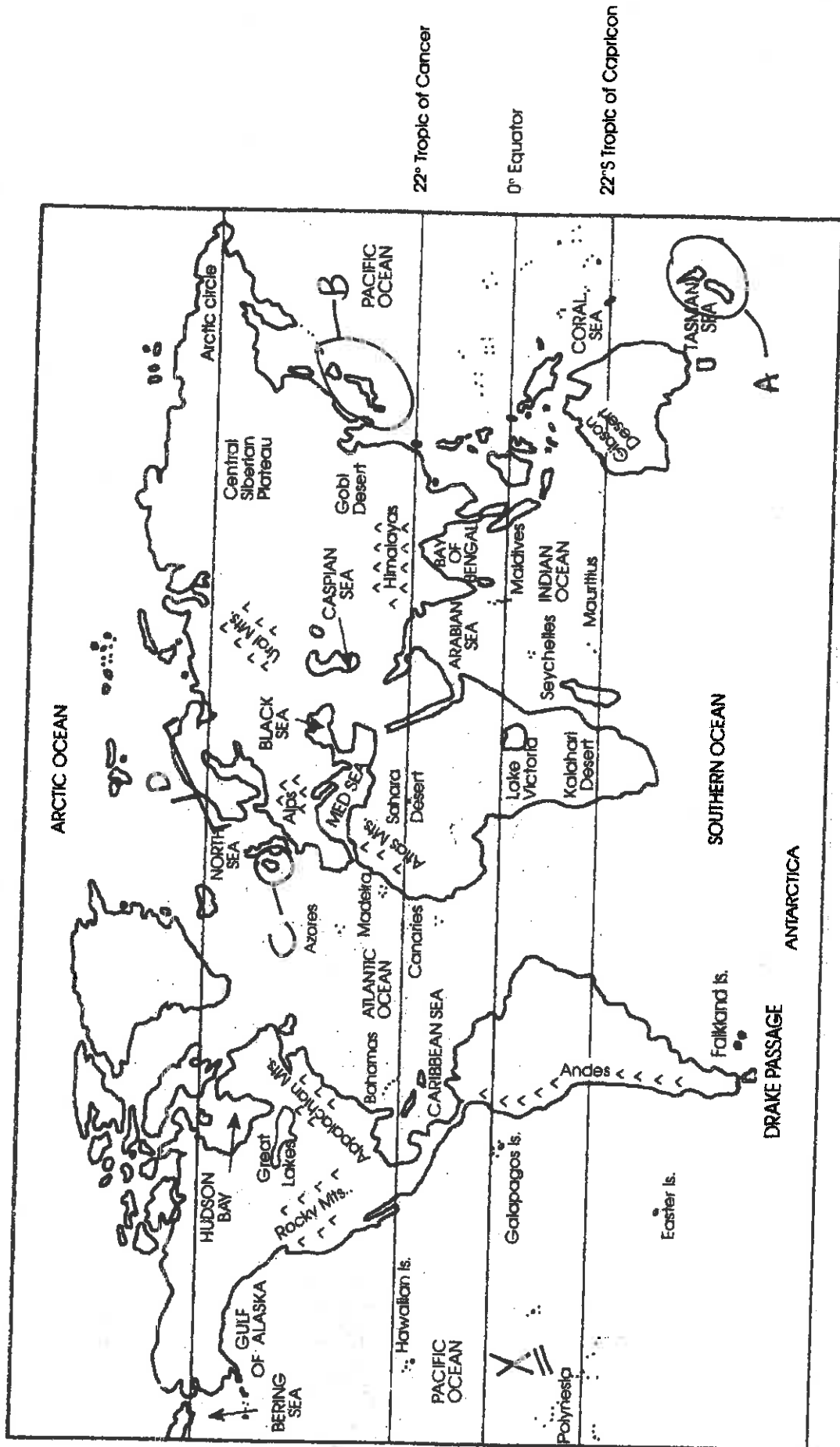
1	
2	
3	
4	
5	

Refer to World Map

A	
B	
C	
D	
X	



# WORLD MAP



**1.2 Decode the following abbreviations used in the tourism industry: [10]**

1.2.1 4s	
1.2.2 CATHSSETA	
1.2.3. ASATA	
1.2.4 ACSA	
1.2.5 FEDHASA	
1.2.6 BABASA	
1.2.7 UNESCO	
1.2.8 GHASA	
1.2.9 SAVRALA	
1.2.10 ICAO	

**QUESTION 2 [15]**

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 by supporting your answer with valid theory.

1.2.1 Explain why tourism is an important subject to study. [4]

1.2.2 Distinguish clearly between a tourism definition and a technical tourism definition as compiled by the WTO and the UN in 1993. [6]

1.2.3 Identify five (5) characteristics of tourism. [5]

**QUESTION 3 [20]**

Tourism is a multidisciplinary area of study; a system approach can accommodate a variety of different perspectives because it does not assume a predetermined view of tourism. Instead it enables one to understand the broader issues and factors which affect tourism, together with the interrelationships between different components in the system.

3.1 **Graphically draw** Leiper's (1990) tourism "**system**" and distinguish between the various components/sectors with each ones typology together with external elements which have the ability to affect or contribute to the growth of tourism.

**QUESTION 4****[15]**

Tourists and travellers are motivated to travel for various reasons. Case studies reviewed that some people travel as they are “foodies” or like to experience food. Danish students versus international students travel for various reasons to explore a destination collectively. However various personal motivational models have been evaluated and discussed in the case study.

- 4.1 Discuss five (5) possible reasons why locals travel domestically, and why it is difficult to measure them as part of the tourism system. **[5]**
- 4.2 Apply your arguments to specific motivational and behaviour models of your choice, and indicate why people do or do not travel according to your specific model identified. **[10]**
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**QUESTION 5****[15]**

Tourism has truly evolved over the years, especially after the Universal right to tourism. Today we do have innovative role players in the market, some do not have ownership of tourism products and resources, yet they provide tourism services.

- 5.1 Identify one (1) innovative type of role player, and how they operate within a destination to support and to enhance tourism growth. **[2]**
- 5.2 Identify one (1) specific policy that is geared to enhance the growth of tourism in South Africa, and be specific on the strategies identified to grow tourism in South Africa. **[5]**
- 5.3 Identify three (3) types of traditional ownerships visible in the tourism industry. **[3]**
- 5.4 Discuss seasonality in the tourism industry, and possible strategies to overcome seasonality problems in the tourism industry. **[5]**