



# COLLEGE OF BUSINESS AND ECONOMICS

## JUNE MAIN EXAM PAPER

**DEPARTMENT:** TOURISM

**MODULE** Tourism Development 1: Tourism Systems

**CODE** TOD11A2/TOS11A2, TOW11A1/TOU11A2

**DATE** 4 June 2018

**DURATION** 120 minutes

**START TIME** 08:30am

**TOTAL MARKS** 100 MARKS

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**EXAMINER** Mr. L Makoni

**MODERATOR** Mrs. N Wakelin-Theron

**NUMBER OF PAGES** PAGES 3

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### **INSTRUCTIONS TO CANDIDATES:**

- Question papers must be handed in.
- This is a closed book assessment.
- Read the questions carefully and answer ALL questions.
- 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 3****[25]**

- 3.1. List the 5 elements of the tourism system according to Leiper's Tourism System (5)
- 3.2. Push factors are responsible for creating demand for tourism. Once a tourist's needs 'push' him or her to travel, other forces take over and 'pull' a tourist to a specific attraction, place, destination or country. These factors are referred to as the 7A's. Discuss how each of the 7A's act as a pull factor to a specific destination (20)
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**QUESTION 4****[21]**

- 4.1. List and describe the three main sectors of the tourism industry. (6)
- 4.2. Outline the role of the travel agent. (5)
- 4.3. List the ten (10) sectors of the Standard Industry Categories (SIC). (10)
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**QUESTION 5****[34]**

- 5.1. Describe any 3 approaches to tourism demand. (6)
- 5.2. Describe the 6 elements of tourism demand according to Leiper's tourism system model (12)
- 5.3. The tourism industry is supplied by companies, stakeholders and bodies that provide products at a particular destination and en route to the destination. With an aid of examples, discuss who these suppliers are. (10)
- 5.4. How does tourism demand and supply integrate? (6)
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**END**

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