



# COLLEGE OF BUSINESS AND ECONOMICS

## JUNE SUPPLEMENTARY EXAM PAPER

**DEPARTMENT: TOURISM**

<b><u>MODULE</u></b>	Tourism Development1: Tourism Systems
<b><u>CODE</u></b>	TOD11A2/TOS11A2, TOW11A1/TOU11A2
<b><u>DATE</u></b>	19 July 2018
<b><u>DURATION</u></b>	120 minutes
<b><u>START TIME</u></b>	11:30am
<b><u>TOTAL MARKS</u></b>	100 MARKS

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<b><u>EXAMINER</u></b>	Mr. L Makoni
<b><u>MODERATOR</u></b>	Mrs. N Wakelin-Theron
<b><u>NUMBER OF PAGES</u></b>	PAGES 2

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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.

1. Discuss which approach in the study of tourism is the most complete, and why. (5)
2. Discuss the basic elements of tourism that emanate from the diverse definitions of tourism (10)
3. "Tourism in Africa is as old as African people themselves" Do you agree with this statement? Give relevant examples to motivate your answer (10)
4. Tourists are categorised based on their motives and purpose of visit. Discuss the broad categories in which tourists can be classified. Provide examples in your discussion. (6)
5. Numbers of people travelling around the world has grown significantly from 25 million in 1950 to 1.2 billion in 2015. Discuss factors that have contributed to this growth in travel. (10)
6. Explain the meaning of push and pull factors according to Dann's push pull equation. (4)
7. Tourists' ability to travel is affected by PESTEL factors. Decode PESTEL and discuss how each factor affects the tourists' ability to visit a destination. (15)
8. Identify and describe the seven As of an ideal tourist destination. (14)
9. List the three main sectors of the tourism industry. (3x2)
10. Discuss three main sectors of the tourism industry, and describe their responsibilities or purpose. (10)
11. Discuss the three elements of Leiper's tourist attraction system, and explain how do they work together (10)

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END

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