



COLLEGE OF BUSINESS & ECONOMICS

DEPARTMENT OF TOURISM - STH

JULY SUPPLEMENTARY Examination

DEPARTMENT

Tourism Management

<u>MODULE</u>	TOURISM DEVELOPMENT 2A
<u>CODE</u>	TOW2A11 / TOU12A2
<u>DATE</u>	19 JULY 2018
<u>DURATION</u>	2 hours
<u>TIME</u>	11:30 – 13:30
<u>TOTAL MARKS</u>	100

<u>EXAMINER</u>	N Wakelin-Theron
<u>MODERATOR</u>	M Adinolfi
<u>NUMBER OF PAGES</u>	8 PAGES

INSTRUCTIONS TO CANDIDATES:

- This is a closed book assessment.
- **ALL questions (Q1-Q5) must be answered in the answer book provided and not 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 2

[30]

- 2.1 Briefly describe what is meant by **planning** and explain why it is important for the development of tourism in South Africa. Make specific reference to tourism's **latest percentage contribution** to South Africa's **GDP**. (5)
- 2.2 The growth of South Africa's tourism sector since democracy. (25)

The Minister of Tourism has requested a **critical review** on how South Africa's approach to the development of tourism has changed since the release of the **1996 White Paper on the Promotion and Development of Tourism**, the 2011/2012 release of the **National Tourism Sector Strategy (NTSS) during 2011, the Tourism Act 3, 2014 and the (NTSS) 2017**.

Your review will need to make reference to the **importance** of tourism, its **changing contributions** to South Africa's **GDP** over the years, any **barriers or challenges** to its growth and how they have been approached/managed over time.

Your answer must be in **essay format** using **paragraphs**. Please write clearly, neatly and logically. Use examples wherever possible and make use of any information you have at your disposal.

QUESTION 3**[20]**

- 3.1 Domestic Tourism in South Africa has been identified as a **key area for potential** growth. Discuss the **role** that domestic tourism plays in South Africa's tourism economy and the potential that it has to **address South Africa's youth related issues**.

Your discussion should make reference to the **importance** of domestic tourism, how domestic tourists **differ** from international and regional tourists (i.e. in terms of characteristics, length of stay, spend, seasonality, geographic spread, etc.), its **growth/decline** in the last few years, **challenges/barriers** to its growth.

Your answer must be in **essay format** using **paragraphs**. Please write clearly, neatly and logically. Use examples wherever possible and make use of any information you have at your disposal.

QUESTION 4**[12]**

- 4.1 Why is regional tourism important to South Africa? (4)
- 4.2 Identify three (3) gateways from SADC communities to South Africa and elaborate on each. (6)
- 4.3 Identify two (2) initiatives that advance regional tourism. (2)

QUESTION 5**[8]**

- 5.1 What is the meaning of SDI? Elaborate on an effective example/s that supports and enhance SDI's. (8)

Total: [100]