



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism and Hospitality
<b>DEPARTMENT</b>	Tourism
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Cultural Tourism
<b>MODULE CODE</b>	CLT1AA1
<b>SEMESTER</b>	First
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity May 2019

<b>ASSESSMENT DATE</b>	25 May 2019	<b>SESSION</b>	08:30– 10:30
<b>ASSESSOR(S)</b>	Dr Milena Ivanovic		
<b>MODERATOR(S)</b>	Dr Nicola Wakelin-Theron		
<b>DURATION</b>	2 hours (120 min)	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	7
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**INFORMATION/INSTRUCTIONS:**

- This is a closed-book assessment.
- The students **cannot** keep the question paper
- Answer all the questions
- This paper consist out of Part 1 and Part 2
- **Part 1 of the exam should be answered in your answer booklet**
- **Part 2 of the exam should be answered on the exam question paper CIRCLE the correct answer on the questions sheet and when finished, insert it into the answer book. If there are more circles than what was asked in the question, the answer will get not be marked, and you will receive (0).**
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.
- Return the question paper to the invigilator at the end of the exam session.

**PART 1:****[65 MARKS]****QUESTION 1****[14 MARKS]**

- 1.1 Explain the role of social control in maintaining a group's culture. (1)
- 1.2 Differentiate between territorial and relational approaches to defining a cultural community. Provide one (1) example for each approach. (4)
- 1.4 List any five (5) elements (of your choice) of agencies of social control according to Bogardus, and provide one (1) example of each. (5)
- 1.5 Explain the difference between culture seen as a product and culture seen as a process. Provide one (1) example for each concept (4)

**QUESTION 2****[13 MARKS]**

- 2.1 Which two (2) events gave rise to the 'new phenomenon of culture'? (2)
- 2.2 Identify who are the 'Baby-boomers'? In addition present three (3) main characteristics of 'Baby boomers'. (4)
- 2.3 Three (3) fundamental human rights provided favourable conditions for the rise of mass tourism. Name these three human rights. (3)
- 2.4 Provide two (2) reasons why tourism is classified as an invisible export. (4)

**QUESTION 3****[25 MARKS]**

- 3.1 Bonik, UNWTO and ATLAS each identified two (2) distinct definitions of culture according to 'product-based' or 'process-based' approach to defining culture. Write the names of each definition in a table format as indicated. (Do not fill in the answers in this table but copy the format in your answer booklet). (6)

	BONINK	UNWTO	ATLAS
Product-based			
Process-based			

- 3.2 ATLAS definition represents a breakthrough in defining cultural tourism as it identified the two motives for tourism travel. Name the two (2) motives. (2)
- 3.3 Differentiate between the two (2) main prerequisites in understanding art. (4)

....Cont.

- 3.4 List ten (10) World Heritage Sites in South Africa and year of proclamation of each site in order from the earliest to the most recent one. (10)
- 3.5 List any three (3) South African sites on Unesco's tentative list. (3)

**QUESTION 4**

**[13 MARKS]**

- 4.1 Differentiate between 'distance travelled' and 'cultural distance' and provide one (1) example of each. (4)
- 4.2 Classification of cultural attractions consists of three forms. Name the three (3) forms and provide two (2) examples of each form. (6)
- 4.3 Identify what is 'life-seeing' tourism? (2)
- 4.4 Name the international document which expanded on the Western notion of authenticity of cultural heritage to accommodate Asian and African practices. (1)

....Cont.

**PART 2:****[35 MARKS]**

Surname and initials.....

Student number.....

**INSTRUCTIONS:** CIRCLE the correct answer on this sheet and, when finished, insert it into the answering book. If there are more circles than what was asked in the question, will not be marked and you will receive (0) zero.

1. Which of the following IS NOT amongst of the four (4) aspects of culture? (only one answer is correct)
  - a. material
  - b. non-material
  - c. mixed
  - d. cognitive
  - e. language(1)
2. Which three (3) elements of culture, according to Ritchie and Zins (1999), are among the 12 elements of culture, which are the most attractive to tourists? (three answers are correct)
  - a. dance
  - b. dress
  - c. language
  - d. music and art
  - e. folklore(3)
3. "Old phenomenon of culture" refers to.... (only one answer is correct)
  - a. Classical Grand Tour
  - b. Romantic Grand Tour
  - c. advent of museums
  - d. bourgeoisie
  - e. universal right to culture(1)
4. The Classical Grand Tour refers to educational travel of English aristocracy to Italian universities for a duration of .... (only one answer is correct)
  - a. 1 year
  - b. 2 years
  - c. 3 years
  - d. 4 years
  - e. 5 years(1)
5. "New phenomenon of culture" refers to.... (two answers are correct)
  - a. Classical Grand tour
  - b. Romantic Grand Tour
  - c. advent of museums
  - d. aristocracy
  - e. globalization(2)
6. Globalisation is..... (Complete the sentence) (only one answer is correct)
  - a. transport integration of the world
  - b. life-style integration of the world
  - c. tourism integration of the world
  - d. economic integration of the world
  - e. environmental integration of the world(1)

....Cont.

9. Which one (1) is the main driver of globalisation? (only one answer is correct)
  - a. increase in trade
  - b. technological advances
  - c. decrease in information technology
  - d. increase in travel
  - e. increased length of tourism stay

(1)
10. Which two (2) are among three general consequences of globalisation? (two answers are correct)
  - a. death of distance
  - b. death of global village
  - c. increased connectivity
  - d. increase of distance travelled
  - e. increase of invisible trade

(2)
11. Which two (2) are NOT the human rights as part of a fundamental right to tourism (two answers are correct)
  - a. right to a freedom of movement
  - b. right to accommodation
  - c. right to a free travel
  - d. right to paid leave
  - e. right to leisure

(2)
12. Tourism is an invisible export because.... (complete the sentence) (only one answer is correct)
  - a. the tourists must come to a destination in order to consume the product
  - b. tourism products are paid for in foreign currency
  - c. tourists can consume any product in any destination
  - d. tourism products are exported through invisible channels
  - e. tourists are invisible in the destinations

(1)
13. Which two (2) dimensions are NOT among the ten (10) consequences of globalisation for developing countries? (two answers are correct)
  - a. race to the bottom
  - b. digital divide
  - c. invisible export
  - d. global warming
  - e. military expenditure

(2)
14. Letters L and C in abbreviation LDC stand for (two answers are correct)
  - a. Less
  - b. Least
  - c. Lowest
  - d. Community
  - e. Country

(2)
15. Which of the following are 3 (three) characteristics of tourism as an invisible export provide LDCs and developing countries an opportunity to compete with the most developed countries? (three answers are correct)
  - a. does depend on a country's technological level of development.
  - b. does not depend on a country's technological level of development.
  - c. carries low development costs
  - d. does not carry low development costs
  - e. is based on unique and unspoiled cultural resources

(3)

....Cont.

16. Pro-poor tourism growth refers to tourism growth which is .....(only one answer is correct)
- higher than a growth of the rest of the economy
  - at least equal to the growth of the rest of the economy
  - higher than a growth of the rest of a country's tourism
  - at least equal to the growth of the rest of a country's tourism
  - a growth of people in the townships which is higher than in rural areas
- (1)
17. Hyperreality is .... (only one answer is correct)
- not as real as the real thing
  - more real than the real thing
  - invisible and not real
  - less real then the real thing
  - more visible then the unreal thing
- (1)
18. Which two (2) are NOT among the six (6) types of cultural tourism proposed by Melanie Smith (2003)? (two answers are correct)
- Arts tourism
  - Community based cultural tourism
  - Urban cultural tourism
  - Traditional cultural tourism
  - Contemporary cultural tourism
- (2)
19. Tourism proved beneficial for art, especially art of minority groups, for the following three reasons: (three answers are correct)
- secures deserved recognition
  - secures funding
  - secures back stage
  - provides audiences for unknown artists
  - provides inspiration to unknown artists
- (3)
20. Agro-tourism is a special form of.... (only one answer is correct)
- indigenous tourism
  - rural tourism
  - urban tourism
  - sun-sand-and sea tourism
  - art tourism
- (1)
21. "Life-seeing tourism" is a type of Special interest Tourism (SIT) which is based on tourist's... (only one answer is correct)
- life-style
  - age
  - income
  - culture
  - profession
- (1)
22. The two (2) approaches to conceptualization of cultural tourism are... (two answers are correct)
- community approach
  - market approach
  - development approach
  - tangible approach
  - intangible approach
- (2)

....Cont.

23. Cultural exchange interface is defined as... (only one answer is correct)
- a. cultural tradition
  - b. back stage
  - c. cultural shield
  - d. cultural resources
  - e. cultural distance
- (1)
25. Uniform uniqueness of heritage sites refers to... (only one answer is correct)
- a. uniqueness of the main attraction
  - b. uniformity of uniqueness among World Heritage Sites
  - c. uniqueness of supporting attractions
  - d. uniformity of authenticity among World Heritage Sites
  - e. uniformity of development of supporting services and facilities
- (1)

**TOTAL: 100 marks**

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