



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

ASSESSMENT DATE	July 2019	SESSION	TBC
ASSESSOR(S)	Dr Milena Ivanovic		
MODERATOR(S)	Dr Nicola Wakelin-Theron		
DURATION	2 hours (120 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	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 What is the main objective of social control in maintaining a group's culture? (1)
- 1.2 List any six (6) agencies of social control according to Bogardus (1920). (3)
- 1.3 From twelve (12) elements of culture identified by Ritchie and Zins select six (6) which are considered attractive features of South African cultural tourism products. Provide one (1) example for each selected element. (6)
- 1.4 Differentiate between territorial and relational approaches to defining a community. Provide one (1) example for each approach. (4)

QUESTION 2

[12 MARKS]

- 2.1 Identify who are the 'baby-boomers'? (2)
- 2.2 Identify who are 'ego-tourists'? (2)
- 2.3 What is meant by 'cultural industries'? (2)
- 2.4 Name and shortly explain the six (6) main forms of cultural tourism according to Melanie Smith (2003). (6)

QUESTION 3

[13 MARKS]

- 3.1 What are the two (2) main prerequisites in understanding art? (2)
- 3.2 List ten (10) South African World Heritage Sites in South Africa, years of proclamation and if the site is cultural, natural and mixed attraction site. (10)
- 3.3 Explain what is a "people-to-people" program? (1)

QUESTION 4

[14 MARKS]

- 4.1 In two points explain the significance of Nara Document on Authenticity for authentication of Asian and African intangible cultural heritage. (4)
- 4.2 Present a short overview of an example of authenticity of Japanese temples discussed in the article 'What does authenticity mean in the East?' (4)
- 4.3 List three (3) main characteristics of secondary attractions. (6)

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QUESTION 5

[12 MARKS]

Explain the meaning_of the following terms (2 marks for each answer):

- 5.1 hyperreality
- 5.2 cultural capital;
- 5.3 cultural competence;
- 5.4 commodification of culture;
- 5.5 cultural distance;
- 5.6 cultural exchange interface;

....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. In sociology, the process of learning culture is known as....
(only one answer is correct)
 - a. commodification
 - b. socialisation
 - c. hyperreality
 - d. belief
 - e. tradition(1)
2. Which two (2) elements of culture, according to Ritchie and Zins (1999), are **NOT** among 12 elements of culture that are the most attractive to tourists? (two answers are correct)
 - a. dance
 - b. dress
 - c. language
 - d. music and art
 - e. folklore(2)
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 which European university ies? (only one answer is correct)
 - a. English
 - b. Swiss
 - c. Italian
 - d. French
 - e. Spanish(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)

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7. Which two (2) elements are the main drivers of globalisation? (two answers are correct)
a. increase in connectivity
b. technological advances
c. decrease in information technology
d. increase in travel
e. increased length of tourism stay (2)
8. Which two (2) are among the 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)
9. Which three (3) human rights are part of a fundamental right to tourism (three 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 (3)
10. Tourism is an invisible export because.... (only one answer is correct) (1 mark)
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)
11. Which of the following are three (3) characteristics of tourism as an invisible export that give 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)
12. Pro-poor tourism growth refer to a tourism growth which is(only one answer is correct)
a. higher than a growth of the rest of the economy
b. at least equal to the growth of the rest of the economy
c. higher than a growth of the rest of a country's tourism
d. at least equal to the growth of the rest of a country's tourism
e. a growth of people in the townships which is higher than in rural areas (1)

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13. Tourism proved beneficial for art, especially art of minority groups, for the following three reasons: (three answers are correct)
- a. secures deserved recognition
 - b. secures funding
 - c. secures back stage
 - d. provides audiences for unknown artists
 - e. provides inspiration to unknown artists
- (3)
14. Agro-tourism is a special form of.... (only one answer is correct) (1 mark)
- a. indigenous tourism
 - b. rural tourism
 - c. urban tourism
 - d. sun-sand-and sea tourism
 - e. art tourism
- (1)
15. Life-seeing tourism is a type of Special interest Tourism (SIT), which is based on tourist's... (only one answer is correct)
- a. life-style
 - b. age
 - c. income
 - d. culture
 - e. profession
- (1)
16. The two (2) approaches to conceptualization of cultural tourism are... (two answers are correct)
- a. community approach
 - b. market approach
 - c. development approach
 - d. tangible approach
 - e. intangible approach
- (2)
17. Which one is SAHRA's fundamental principle of heritage conservation in South Africa? (only one answer is correct)
- a. Heritage is valuable, non-finite, non-renewable and irreplaceable resource.
 - b. Heritage is valuable, non-finite, renewable and irreplaceable resource.
 - c. Heritage is valuable, finite, renewable and irreplaceable resource.
 - d. Heritage is valuable, finite, non-renewable and irreplaceable resource.
 - e. Heritage is valuable, non-finite, non-renewable and replaceable resource.
- (1)
18. Which two (2) characteristics are the main characteristics of secondary attractions? (two answers are correct)
- a. they bring tourists into a destination
 - b. they are the least visited attractions in a destination
 - c. they are the most visited attractions in a destination
 - d. they increase the length of tourists' stay in a destination
 - e. they decrease tourists' expenditure in a destination
- (2)

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19. Cultural landscape is defined as a mixture of which two elements?
(two answers are correct)
a. tangible heritage
b. intangible heritage
c. natural heritage
d. cultural heritage
e. commodified heritage (2)
20. Living human treasures are... (only one answer is correct) (1 mark)
a. people with a high degree of knowledge and skills of intangible heritage;
b. cultural landscape where indigenous community still keeps old cultural traditions;
c. ancient burial sites where precious artefacts were found;
d. people who are part of World Heritage Sites;
e. people who are put on the UNESCO tentative list of World Heritage Sites (1)
21. 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)
22. One example of a contrived cultural attraction is... (only one answer is correct)
a. Cradle of Human Kind
b. Table Mountain
c. Stepping out of Freedom route
d. Military museum
e. Robben Island (1)

Total: 100 marks

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