



<b>FACULTY/COLLEGE</b>	College of Business & Economics
<b>SCHOOL</b>	School of Tourism & Hospitality
<b>DEPARTMENT</b>	Tourism Management
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Destination Development 3A
<b>MODULE CODE</b>	TOD33A3/TOS33A3
<b>SEMESTER</b>	1
<b>ASSESSMENT OPPORTUNITY,</b> <b>MONTH AND YEAR</b>	Supplementary Summative Assessment Opportunity July 2019

<b>ASSESSMENT DATE</b>	TBC	<b>SESSION</b>	TBC
<b>ASSESSOR(S)</b>	Mrs. M. Adinolfi		
<b>MODERATOR(S)</b>	Dr T. Ramukumba		
<b>DURATION</b>	120 Minutes	<b>TOTAL MARKS</b>	100

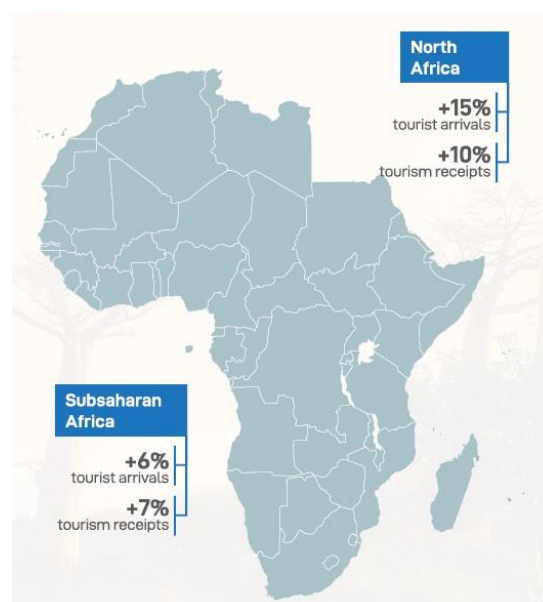
<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	6
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### INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- Answer ALL questions.
- 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.

**QUESTION 1****[13 MARKS]**

- 1.1 Describe the nature of travel during the age of the empires. (2)
- 1.2 The era of mobility (1800-1944) was significant in opening up travel beyond just the elite. Provide any three (3) key factors during this period that contributed to this growth in travel. (3)
- 1.3 Explain how the rise of the consumer society has influenced the growth of tourism. (2)
- 1.4 Examine the figures below. Explain how Africa did in 2017 with regards to tourist arrivals and tourism receipts. Compare the situation with regards to tourism in north Africa and Sub-Saharan Africa by explaining what drove the increase/decline and difference between the two sub-regions. (6)

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

- 2.1 What is the purpose of Mathieson & Wall's conceptual framework of tourism? (1)
- 2.2 Name and differentiate between the three different types of demand found in the dynamic element of Mathieson & Wall's conceptual framework for tourism. (6)
- 2.3 Identify and describe any three (3) classifications of tourists according to Cohen's typology of tourist. (6)

**P.T.O.**

**QUESTION 3****[12 MARKS]**

While Barbaza (1970) proposed three major types of costal developments, Pearce (1978) proposed a general classification of ski-field developments, which can be successfully applied on coastal and rural developments. On **Annexure 1** fill in the boxes according to the instructions under 3.1, 3.2 and 3.3:

- 3.1 Write the names of Barbaza's types of development under 1,2,3; further mark with X the box where each Barbaza's type corresponds with one type of destination evolution (Miossec, Butler, or Swarbrooke). (6)
- 3.2 Write the name of Pearce's types of development under 1 and mark with X one box which correspond with one type of destination evolution (Miossec, Butler, or Swarbrooke). In addition also mark one box for catalytic development. (3)
- 3.3 In the rows marked by **a, b** and **c** describe the **three (3) stages** of Pearce's catalytic type of destination's development. (3)
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**QUESTION 4****[20 MARKS]**

- 4.1 Using the example of Venice, explain how mobility, congestion and the character of tourist arrivals have led to a decline in the quality of tourism products. (4)
- 4.2 Explain the meaning of the following statements in the context of the Russo's "Vicious Circle": (4)
- 4.2.1 The false excursionists are fuelling the vicious circle of destination decline. {2}
- 4.2.2 If in the central city area the balance is on the side of the costs, the leakage will be permanent. {2}
- 4.3 Identify and explain the four (4) phases of the vicious circle of destination decline. (8)
- 4.4 What is 'monoculture', and how does it fuel the "vicious circle"? (2)
- 4.5 Identify the two (2) main consequences of the "metropolisation" of tourism in the first phase of the Vicious Circle. (2)
- 

**QUESTION 5****[34 MARKS]**

- 5.1 Explain in detail why there is a **paradox** between **tourism** and **growth**. (3)
- 5.2 From the diagram below, select any three (3) of the SDGs and explain how tourism can contribute to meeting these goals. Provide one (1) example for each goal selected to support your answer. (9)

**P.T.O.**



The EIA and SEA enable researchers to predict environmental consequences associated with any proposed development.

5.3 What is the purpose of the Environmental balance sheet? (1)

5.4 Link the following beneficial elements of the Environmental balance sheet with two (2) types of pressure: (4)

5.4.1 The restoration of historic buildings and ancient sites.

{2}

5.4.2 Improved infrastructure (roads, car parks, footpaths, transport services, etc.)

{2}

5.5 In the appropriate boxes of the Miossec's model attached at the back (**Annexure 2**) write the names of the five (5) types of the environmental pressure where they are the most visible. Five individual boxes must be completed. (5)

5.6 Outline six (6) main differences between the EIA and SEA processes. Present your answer in a table format. (12)

## QUESTION 6

[8 MARKS]

Tourism Destination Management Organizations (DMO's) are accountable for the overall management of the destination's area in achieving its vision, goals and objectives.

6.1 Explain the importance of keeping the stakeholders' contrasting interests aligned to a destination goal. (1)

6.2 Differentiate between price and non-price methods in visitors' management (do not list any techniques). (3)

6.3 Discuss any four (4) on-site management techniques. (4)

**Total: [100 MARKS]**

Name &amp; Surname: \_\_\_\_\_ Student No.: \_\_\_\_\_

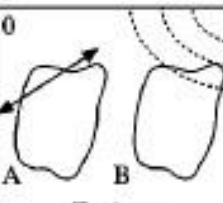
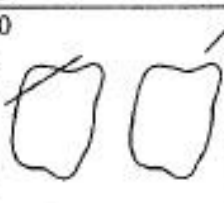
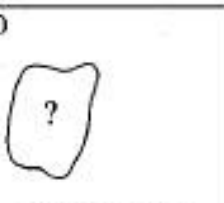
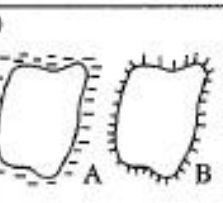


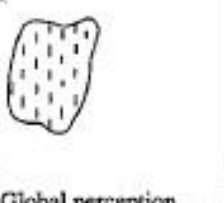


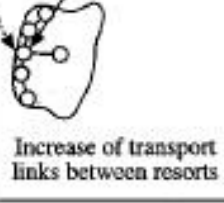
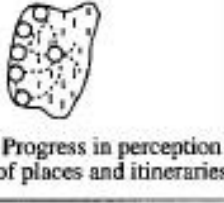

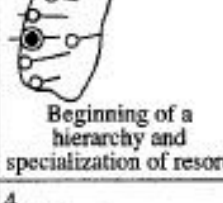
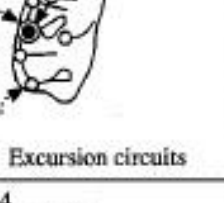

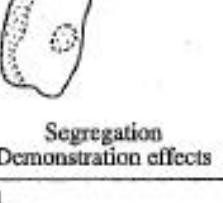

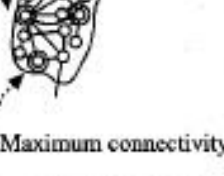


**ANNEXURE 1: Types of destination developments by Barbaza and Pearce**

BARBAZA	Miossec	Swarbrooke	Butler
1.			
2.			
3.			
PEARCE			
1.			
2. Catalytic			
a.			
b.			
c.			

**NOTE: Please tear the annexure and place it in the examination answering book!!!**

Name &amp; Surname: \_\_\_\_\_ Student No.: \_\_\_\_\_

**ANNEXURE 2: Missec's Model of Destination Development****Butler****Swarbrooke**

Resorts phases	Transport phases	Tourists phases	Hosts phases
0  Territory Traversed Distant	0  Transit Isolation	0  Lack of interest and knowledge	0  Mirage Refusal
1  Pioneer resort	1  Opening up	1  Global perception	1  Observation
2  Multiplication of resorts	2  Increase of transport links between resorts	2  Progress in perception of places and itineraries	2  Infrastructure policy Servicing of resorts
3 Spatial organization of each holiday resort  Beginning of a hierarchy and specialization of resorts	3  Excursion circuits	3  Spatial competition and segregation	3  Segregation Demonstration effects
4  Fully developed hierarchy and specialization Saturation	4  Maximum connectivity	4 Complete perception and visitation  Departure of certain types of tourists Saturation, crises and substitution	4  Total tourism Development plan Ecological safeguards

**NOTE: Please tear the annexure and place it in the examination answering book!!!**