



<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>	Tourism Development 4A
<b>MODULE CODE</b>	TOD44A4 / TDM8X04
<b>SEMESTER</b>	1
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity June 2019

<b>ASSESSMENT DATE</b>	7 June 2019	<b>SESSION</b>	08:30
<b>ASSESSOR(S)</b>	Mrs. M Adinolfi, Ms. V. Harilal, Mr. L. Makoni		
<b>MODERATOR(S)</b>	Dr P.N. Acha-Anyi		
<b>DURATION</b>	180 minutes	<b>TOTAL MARKS</b>	105

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	3
---	---

#### INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- **There are 6 available question options. Answer ANY 3 of them.**
- **ANSWER EACH QUESTION IN A SEPARATE BOOK.**
- 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 - Tourism, Sustainability and the Environment**

**[35 MARKS]**

1.1 The environment is said to be a “*playground where tourism plays*.” Discuss the meaning of that assertion {2}, and highlight the consequences destinations will face if tourism is developed without environmental considerations {8}. Provide possible recommendations on how to promote the wellbeing of the environment {5}. (15)

1.2 One of the major challenges destination managers face is to manage future tourism. In some cases, the sustainability of a destination is under threat and the future of tourism becomes very questionable. Discuss this further by expressing your opinion on the question, “*Does tourism have a future?*” Provide recommendations where necessary. (20)

(20)

---

**QUESTION 2 - Ecotourism**

**[35 MARKS]**

2.1 Ecotourism is tourism that lays great emphasis on the host community’s livelihood and its surroundings. However, plans and strategies for ecotourism are restricted by a number of limitations. Discuss the limitations of ecotourism. On each limitation you highlight, suggest recommendations on how to address it. (20)

2.2 Discuss the factors that will determine whether the community has benefited from tourism or not. (15)

---

**QUESTION 3 - Sports Tourism**

**[35 MARKS]**

Critically evaluate the prospects and limitations of sport tourism development in Africa. While highlighting key constraints, issues and challenges, propose a framework of recommendations on the way forward. Pertinent issues to highlight in your discussion should include, but not limited to, the following:

- Sport tourism and globalisation
- Destination competitiveness in sport tourism development
- Political environment of sport tourism development in Africa
- Neo-colonialism
- Economic challenges in developing sport tourism

(35)

---

**QUESTION 4 - Youth Tourism and Sustainability**

**[35 MARKS]**

As a consultant advising the National Department of Tourism (NDT) on the update of their national domestic tourism strategy. The NDT has asked you to write a report on the state of domestic tourism in South Africa with a special focus on why the South African youth should be the focus of this strategy. Ensure that your report refers to (but not limited to) the following aspects:

- An overview of how domestic tourism in South Africa has evolved since the advent of democracy in 1994
- The importance of the global youth tourism market
- The current state of youth tourism in South Africa
- Challenges facing the domestic youth tourism market in South Africa

- Possible innovative solutions to boosting domestic tourism among the youth in South Africa

(35)

---

**QUESTION 5 - Political Economy of Tourism in Africa**

**[35 MARKS]**

5.1 Although small, sub-Saharan Africa's world tourism share of arrivals is growing, having attracted 10 million visitors in 2010. It became the only region where the tourism sector grew during the world economic crisis, and is expected to continue growing. Substantiate the above assertion through discussing the performance of tourism in sub-Saharan Africa since 2010. Your discussion must include key performance areas, issues and challenges as well as future prospects of tourism in the region. (15)

5.2 Critically evaluate the key issues and challenges emerging in relation to the global political economy linked to tourism development in Africa. Propose a framework of recommendations, based on the issues and challenges you highlight, that could be useful in enhancing Africa's competitiveness globally. (20)

---

**QUESTION 6 - Tourism, Mobility and Migration**

**[35 MARKS]**

Despite tourism and migration being inextricably linked, the conceptualisation of these links and differences between the two have generally been weak. Nevertheless, definitional overlaps exist where we can outline links between the two through the ever growing mobility of people. Discuss these linkages between tourism and migration by referring to production-led mobility and consumption-led mobility {20}. Furthermore, discuss how migration-led changes have contributed to growing tourism numbers by identifying and further discussing these changes. {15}

(35)

---

**[TOTAL: 105]**