



PROGRAM : BACHELOR OF URBAN AND REGIONAL
PLANNING
*DEPARTMENT OF TOWN AND REGIONAL
PLANNING*

SUBJECT : **TOURISM AND RECREATION
PLANNING 3B**

CODE : **TOUTRB3**

DATE : SUMMER SSA EXAMINATION
DECEMBER 2019/ JANUARY 2020

DURATION : 08:30 - 11:30 HRS | SESSION-1

WEIGHT : 50 : 50

TOTAL MARKS : 100

ASSESSOR : MR. AUROBINDO OGRA
UNIVERSITY OF JOHANNESBURG

MODERATOR : MR. TSHIFHIWA NKHUMELANI
CITY OF EKURHULENI

NUMBER OF PAGES : 2 PAGES

INSTRUCTIONS:

1. All questions are compulsory. Read the questions carefully and answer all questions.
2. Number all questions clearly, write neatly and legibly and answer each question on separate page.
3. The question paper should not be used for any writing.
4. Use of calculator is permissible.

QUESTIONS:

- Q1. Elaborate and discuss Leiper's Tourism model, its five main elements and broader tourism environment with suitable example. (10)
- Q2. Define tourism product. What are the various types of tourism products? Describe in detail basic components of a tourism product. (10)
- Q3. List ten characteristics/ elements of tourism as defined by Keyster, 2004. (10)
- Q4. Describe the IDP developmental process at a municipal level. Discuss how Tourism Destination Plan could be further strengthened and aligned to the principles, vision, objectives and strategies of the IDP. (15)
- Q5. The population of South Africa is made up of approximately 52 million people. If the total number of people who take at least one holiday is 18 million, and the total number of trips taken is 30 million, calculate the percentage of population taking a holiday (net travel propensity); the total number of trips taken as a percentage of the population (gross travel propensity) and the average number of trips taken by tourists? (15)
- Q6. Discuss the role of ICT in tourism sector. Describe at least five smart disruptive technology systems which has positively impacted in the tourism sector. (20)
- Q7. List the three thematic strategic objectives and four clusters as discussed in 'National Tourism Sector Strategy (NTSS)'. Discuss approaches to incorporate NTSS targets into Integrated Development Plans (IDPs) and Local Economic Development (LED) strategies at municipal level. (20)

TOTAL = 100