



<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>	CLT1BB1
<b>SEMESTER</b>	Second
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity November 2019

<b>ASSESSMENT DATE</b>	09 November 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>	6
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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:****[66 MARKS]****QUESTION 1****[22 MARKS]**

- 1.1 Authenticity is one of 4 criteria (the 4As) of the Assessment phase of cultural attractions selection process. Discuss the four (4) risks of developing community cultural tourism based on non-authentic attractions? (8)
- 1.2 Name and shortly discuss the five (5) criteria applied in cultural attractions' Evaluation phase of cultural attractions selection process. (10)
- 1.3 Name the four (4) main forms of theming and provide one example for each type. (4)

**QUESTION 2****[12 MARKS]**

- 2.1 Explain the difference between interpretation and presentation of cultural heritage and provide one (1) example of each. (4)
- 2.2 Distinguish between Freeman Tilden's two (2) main principles of heritage interpretation. Provide one (1) example for each principle. (4)
- 2.3 Draw the figure of the Three Golden rules of heritage interpretation according to Tilden. Further explain the significance of the six Golden rules. (4)

**QUESTION 3****[14 MARKS]**

- 3.1 Outline the differences between the destination zone level and organisational or operational level of cultural tourism product development. (4)
- 3.2 List any six (6) out of available eight most effective tactics in transforming cultural heritage assets into cultural tourism products. (6)
- 3.3 Provide two (2) valid points which best explain the international market perspective of South African cultural tourism product development. (4)

**QUESTION 4****[10 MARKS]**

- 4.1 Name the five (5) stages of the tourist rites of passage (5)
- 4.2 Name the five (5) main types of cultural tourist. (5)

**QUESTION 5****[8 MARKS]**

Explain the meaning of the following terms and provide one (1) example for each.

- 5.1 staged authenticity (2)
- 5.2 emergent authenticity (2)
- 5.3 intrinsic value of cultural attraction (2)
- 5.4 cultural menu of a destination (2)

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**PART 2:****[34 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 the answer will not be marked and you will receive (0) zero.

1. "All efforts designed to understand cultural heritage, know its history and meaning, ensure its material safeguard and, as required, presentation, restoration and enhancement" is a definition in the Nara Document on Authenticity which represents only one of the following categories. (only one answer is correct)
  - a. conservation
  - b. preservation
  - c. interpretation
  - d. presentation
  - e. protection(1)
2. SAHRA defines 'preservation' of South African cultural heritage as..... (finish the sentence) (only one answer is correct)
  - a. "all the processes of looking after a place so as to retain its cultural significance."
  - b. considering "a site, area, building or other work, group of buildings or other works, together with pertinent contents, surroundings and historical and archaeological deposits."
  - c. "protecting and maintaining the fabric of a place in its existing state and retarding deterioration or change, and may include stabilization where necessary."
  - d. "the act of reproducing by new construction the exact form and detail of a vanished building, structure, or object, or a part thereof, as it appeared at a specific period."
  - e. "returning the existing fabric of the place to a known earlier state by removing accretions or by re-assembling existing components".(1)
3. The Eiffel Tower was built for the occasion of the..... (complete the sentence) (only one answer is correct)
  - a. London Great Exhibition of 1851
  - b. Paris Exposition of 1855
  - c. Paris Exposition of 1889
  - d. Paris Exposition of 1900
  - e. Paris Exposition of 1924(1)
4. The Crystal Palace was built for the occasion of the..... (complete the sentence) (only one answer is correct)
  - a. London Great Exhibition of 1851
  - b. Paris Exposition of 1855
  - c. Paris Exposition of 1889
  - d. Paris Exposition of 1900
  - e. Paris Exposition of 1924(1)
5. Which of the following is NOT one of the characteristics of the 19 century World Expositions? (only one answer is correct)
  - a. They contained elements of informal education
  - b. They contained elements of formal education
  - c. People had fun and enjoyment

....Cont.

- d. They contained significant elements of entertainment
  - e. Use of stimulating and inovative media in exhibitions' presentations (1)
6. Artur Hazelius is regarded the father of.... (complete the sentence) (only one answer is correct)
- a. heritage interpretation
  - b. heritage presentation
  - c. open-air museums
  - d. Expositions Universelle
  - e. early museums (1)
7. Freeman Tilden is regarded the father of.... (complete the sentence) (only one answer is correct)
- a. heritage interpretation
  - b. heritage presentation
  - c. open-air museums
  - d. Expositions Universelle
  - e. early museums (1)
8. Which TWO are the main sources of bias in heritage interpretation? (two answers are correct)
- a. Westernised approach to interpretation
  - b. Canonical history
  - c. Different interpretations for different market segments
  - d. Political corectness
  - e. Freedom of interpretation (2)
9. Interpretive services DO NOT include the following two categories. (two answers are correct)
- a. visitor centres
  - b. tour gudes
  - c. surveys
  - d. display panels
  - e. tour busses (2)
10. Which of the following is NOT amongst the cultural tourism product gaps identified by the South African tourism industry? (only one answer is correct)
- a. development of cultural villages
  - b. development of World Heritage Sites
  - c. development of theme parks
  - d. development of amusement parks
  - e. development of tours to rural areas (1)
11. According to the tourism industry one of the following cultural experiences DOES NOT require any improvements. (only one answer is correct)
- a. South African curio experience
  - b. South African cuisine experience
  - c. South African township experience
  - d. South African cultural village experience
  - e. South African museum experience (1)
12. Which TWO are NOT amongst the main problems in limiting township tourism development. (two answers are correct)
- a. the product range is innovative
  - b. the industry is dependent on domestic tourists (1)

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- c. the industry is not linked to tourism supply chain
  - d. no opportunities exist for interaction with the target market
  - e. township SMMEs often have weak bargaining powers

(2)
- 13. Which TWO are NOT amongst Proudly South African cultural and heritage tourism products? (two answers are correct)
  - a. Cultural villages
  - b. Wine and cheese routes
  - c. Township tourism
  - d. African Dream Routes
  - e. Cape to Cairo Africa route

(2)
- 14. Which TWO are NOT elements of 'Experiential attribute' of popularity of cultural attraction? (two answers are correct)
  - a. How relevant is attraction to tourists?
  - b. Is consumption easy?
  - c. Is attraction unique?
  - d. What is the size of attraction?
  - e. Is it a purpose-built or existing attraction?

(2)
- 15. Element of 'Location' falls under which attribute of attraction's popularity? (only one answer is correct)
  - a. marketing
  - b. cultural
  - c. experiential
  - d. product
  - e. leadership

(1)
- 16. Element of 'Local versus international social value' falls under which attribute of attraction's popularity. (only one answer is correct)
  - a. marketing
  - b. cultural
  - c. experiential
  - d. product
  - e. leadership

(1)
- 17. 'Attraction's ability to rejuvenate tourism product life cycle' falls under which attribute of attraction's popularity? (only one answer is correct)
  - a. marketing
  - b. cultural
  - c. experiential
  - d. product
  - e. leadership

(1)
- 18. Which of the following indicate that a tourist DOES NOT require the environmental bubble. (only one answer is correct)  
When a tourist.....
  - a. seeks a protective cultural shield
  - b. shields against destination's strangeness
  - c. freely interacts with unfamiliar culture
  - d. stays in Western chain hotels
  - e. stays in big, all-inclusive resorts

(1)

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19. Which ONE is NOT part of Maslow's deficit need? (only one answer is correct)
- physiological
  - esteem
  - safety
  - self-actualisation
  - belonging
- (1)
20. Which TWO motivations are classified under Personal motivations according to McIntosh (only one answer is correct)
- refreshment of body and mind
  - interest in art, music, folklore and architecture
  - VFR travel
  - pilgrimage
  - pleasure-motivated travel
- (1)
21. Which TWO are the catalysts of tourism demand? (two answers are correct)
- travel ability
  - availability of environmental bubble
  - Sho't Left
  - perishability of tourism products
  - leisure mobility
- (2)
22. Serial reproduction of culture is a synonym for? (one answer is correct)
- race to the bottom
  - McDonaldisation
  - Disneyfication
  - emergent authenticity
  - EXCITE complex
- (1)
23. Which THREE are among the 10 future trends shaping the authentic tourist? (three answers are correct)
- Affluent consumer and experience economy
  - The educated consumer
  - Demand for American brands
  - Trust in marketing
  - Multi-culturalism
- (3)
24. Which TWO are NOT the main characteristics of consumption of South African cultural experiences by domestic tourists? (two answers are correct)
- maturity of domestic market
  - high seasonality
  - low travel costs
  - geographical concentration
  - plays a limited role in driving tourism development
- (2)
25. 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)

**TOTAL: 100 marks**

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