



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism and Hospitality
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Tourism Development4 / Heritage and Cultural Tourism
<b>MODULE CODE</b>	TOD44B4/TDM8X01
<b>SEMESTER</b>	Second
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity November 2019

<b>ASSESSMENT DATE</b>	13 November 2019	<b>SESSION</b>	08:30
<b>ASSESSOR(S)</b>	Ms. M Mashapa		
<b>MODERATOR(S)</b>	Dr. HKN Bama		
<b>DURATION</b>	3 hours (180 min)	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	3
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**INFORMATION/INSTRUCTIONS:**

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- This is a closed-book assessment.
  - Number your answers clearly and correctly as per the question paper.
  - Write neatly and legibly
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**QUESTION 1****[15 MARKS]**1.1 Match the constructs in column A with phrases in column B. **E.g 1.1.1 B**

	<b>Column A</b>		<b>Column B</b>
<b>1.1.1</b>	Destinations pursue tourism because of the benefits it provides	<b>A</b>	Nature of tourism
<b>1.1.2</b>	Benefits and costs of tourism are uneven	<b>B</b>	Commercial activity
<b>1.1.3</b>	Tourists satisfy their personal needs by buying experiences	<b>C</b>	Entertainment
<b>1.1.4</b>	Essentials used to offer tourism experiences	<b>D</b>	Consumption of experience
<b>1.1.5</b>	Elements that dictate the potential number of tourists	<b>E</b>	Time Availability
<b>1.1.6</b>	A factor that influences the quality and depth of experiences	<b>F</b>	Access and proximity
<b>1.1.7</b>	Individual that has deep cultural experiences	<b>G</b>	Sightseeing cultural tourist
<b>1.1.8</b>	A tourist interested in shallow experiences	<b>H</b>	Purposeful cultural tourist
<b>1.1.9</b>	A person who does not travel for cultural tourism reasons, but ends up having a deep cultural experience	<b>I</b>	Casual Tourist
<b>1.1.10</b>	When cultural tourism becomes a weak motive for visiting a destination	<b>J</b>	Serendipitous cultural tourist
<b>1.1.11</b>	An individual who participates in some cultural activities and has a shallow experience	<b>K</b>	Incidental cultural tourist
<b>1.1.12</b>	Take tourists on short duration tours of the local area	<b>L</b>	Tour Escort
<b>1.1.13</b>	Accompanies a tour group for the duration of the group's visit	<b>M</b>	Local tour operators
<b>1.1.14</b>	Assembles the land content of a visit for overseas wholesalers and travel agents	<b>N</b>	Tour wholesaler
<b>1.1.15</b>	Assembles ground content with transportation to provide products for sale through retail outlets	<b>O</b>	Inbound tour operator

**QUESTION 2****[20 MARKS]**

2.1 Cultural tourism is a form of tourism that relies on a destination's cultural heritage assets and transforms them into products that can be consumed by tourists. Identify and discuss the four main elements recognised by McKercher and du Cros. (4x5=20)

**QUESTION 3****[20 MARKS]**

3.1 Cultural tourism has the potential to enhance the quality of life of residents in the four levels of community namely neighbourhood, local, national and international. Ascertain and describe the five thematic domains of benefits associated with cultural tourism. (5x4=20)

**QUESTION 4**

**[15 MARKS]**

4.1 Products are regarded as anything that can be offered to the market for attention, acquisition, use or consumption that intends to satisfy a need or want. With an aid of cultural tourism examples, identify and discuss the three dimensions of products. (3x5=15)

**QUESTION 5**

**[30 MARKS]**

5.1 Communities are often excluded in the development of tourism. As such, this leads to appendage as they are often used to provide tourism experiences. Identify and explain any five reasons why communities are excluded in tourism according to Judy Gona. (5x2=10)

5.2 The protection of cultural heritage assets in the African region is challenged by extreme socio-political conditions. Cultural heritage is an irreplaceable repository of knowledge, and a valuable resource for economic growth, employment and social cohesion. As a cultural heritage specialist, compile a presentation on the sustainability of cultural heritage products and how they can be managed in the near future. (20)

**TOTAL MARKS 100**