



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism & Hospitality
<b>DEPARTMENT</b>	Tourism Management
<b>CAMPUS(ES)</b>	APK
<b>MODULE NAME</b>	Tourism Development 3B
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<b>SEMESTER</b>	2
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity November 2019

<b>ASSESSMENT DATE</b>	09/11/19	<b>SESSION</b>	MORNING
<b>ASSESSOR(S)</b>	Ms. RJ Lekgau		
<b>MODERATOR(S)</b>	Prof. Cina van Zyl		
<b>DURATION</b>	2 HOURS	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	5
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**INFORMATION/INSTRUCTIONS:**

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- This is a closed-book assessment.
  - 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.
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**QUESTION 1 (Multiple choice)**

**[20 MARKS]**

Various possible answers are provided as answers to the following questions. Choose the correct answer and write only the answer next to the question number **(e.g. 1.16 B)**

- 1.1 Tradition refers to which of the following:
  - a) Customs
  - b) Music
  - c) Rituals
  - d) Knowledge
- 1.2 \_\_\_\_\_ played a vital role in securing group's continuity through mediums such as story-telling and narrative, mythology and symbolic meaning conveyed through music, dance, costume and ceremony.
  - a) Oral traditions
  - b) Culture
  - c) Intangible culture
  - d) Tangible culture
- 1.3 Which of the following is not a change tourism initiated in the role that culture plays in tourism travel:
  - a) The transformation of culture from old to new
  - b) Broadening the basis of culture as a primary motivator of cultural travel
  - c) A blurring the distinction between high and low culture
  - d) The break-down of the distinction between culture and society
- 1.4 Financial security, above average education and eco-cultural sensitivity are characteristic which of the following groups?
  - a) Aristocrats
  - b) Bourgeoisie
  - c) Baby boomers
  - d) None of the above
- 1.5 Which of the following is the main strength of cultural tourism in developing countries:
  - a) It utilized the natural and cultural landscape of the countries
  - b) It focuses on community empowerment
  - c) It brings in substantial monetary benefits
  - d) Carries low development costs
- 1.6 Which of the following is not a prerequisite for the consumption of art?
  - a) Education
  - b) Cultural capital
  - c) Cultural competence
  - d) None of the above
- 1.7 The one of the approaches to the conceptualization of cultural tourism is:
  - a) Community approach
  - b) Tangible approach
  - c) Market approach
  - d) Intangible approach
- 1.8 \_\_\_\_\_ extent to which the culture of the area from which the tourist originates differs from the culture of the host region is known as?
  - a) Cultural distance
  - b) Travel distance
  - c) Environmental bubble

- d) Travel culture
- 1.9 An example of a contrived attraction is...
- a) Robben island prison site
  - b) Constitution Hill
  - c) Lesedi Cultural Village
  - d) Liberation heritage route
- 1.10 \_\_\_\_\_ is the single unit, an individual site or small scale geographical area accessible to tourists who are motivated to visit it in their leisure time for a limited period.
- a) A resource
  - b) An attraction
  - c) A destination
  - d) None of the above
- 1.11 Which of the following is not a phase in the selection process for determining cultural tourism attractions?
- a) Inventory
  - b) Evaluation
  - c) Theming
  - d) Assessment
- 1.12 The post-evaluation criteria for previously assessed and evaluated cultural attractions does not include which one of the following?
- a) Must be known beyond the local community
  - b) Be robust
  - c) Be accessible
  - d) Tell a story
- 1.13 Which of the following is a motive for cultural travel?
- a) Cultural attractions
  - b) Cultural events
  - c) Novelty
  - d) Historic places
- 1.14 Informal learning is entirely voluntary, implying that visitors can decide if and how they want to learn, opposite of formal education
- a) True
  - b) False
- 1.15 'Cannot be stored for future use' refers to which general characteristic of service products?
- a) Intangibility
  - b) Perishability
  - c) Inseparability
  - d) Heterogeneity
- 1.16 Research into cultural tourism product development in South Africa highlighted that authenticity and uniqueness were amongst the reasons for tourist dissatisfaction.
- a) True
  - b) False
- 1.17 Negative impacts due to extreme popularity of cultural attractions does not include which one of the following?

- a) Overcrowding
  - b) Visual pollution
  - c) High prices
  - d) Lowering standards of service
- 1.18 The familiar environment where tourists feel comfortable is known as the tourist bubble.
- a) True
  - b) False
- 1.19 Motivation is regarded as the push factor, or main prerequisite for any type of tourism travel.
- a) True
  - b) False
- 1.20 Which motivational theory suggest four main intrinsic motivational categories of need which motivate tourists to travel?
- a) McIntosh's centrality of cultural motives
  - b) Pearce's Travel Career Ladder
  - c) Maslow's Pyramid of Needs
  - d) Dann's Push and Pull Theory

## QUESTION 2

[16 MARKS]

- 2.1 Differentiate between the following terms: (6)
- (a) High culture and low culture
  - (b) Rural and indigenous tourism
  - (c) Authenticity and commodification of culture
- 2.2 With the provision of examples, differentiate between the two approaches to defining the community. (4)
- 2.3 By providing examples, outline the 3 elements of culture that are most attractive to tourists. (6)

## QUESTION 3

[20 MARKS]

- 3.1 Classify each of the two definitions of cultural tourism by BONINK, UNWTO and ATLAS according to product or process based approach to defining culture. Please write in the designated spaces the exact name of each corresponding definition. (6)

	BONINK	UNWTO	ATLAS
Product-based			
Process-based			

NB: Do not fill in the answers in this table but copy the table to your answer book.

- 3.2 South Africa has 10 World Heritage Sites inscribed in the UNESCO World Heritage List. Name any 8 sites and the year of proclamation of each site (8)
- 3.3 There are three (3) main groups of cultural attractions. Name and provide two examples of each group. (6)

**QUESTION 4**

**[30 MARKS]**

- 4.1 Briefly describe the three (3) layers of a cultural tourism product, and provide examples of each. (6)
- 4.2 Discuss any four problems facing township tours. (8)
- 4.3 Articulate the four benefits of cultural villages. (8)
- 4.4 List the 8 tactics for transforming heritage assets into attractions. (8)

**QUESTION 5**

**[14 MARKS]**

- 5.1 Discuss the four marketing attributes of attraction popularity. (8)
- 5.2 Draw and explain Dann's 1977 diagram of the interplay between push and pull in cultural tourism. (6)