



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism & Hospitality
DEPARTMENT	Tourism Management
CAMPUS(ES)	APB
MODULE NAME	SLP: Introduction to Travel Destinations
MODULE CODE	TRV00B1
SEMESTER	2 ND Semester
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity January 2019

ASSESSMENT DATE	January 2019	SESSION	TBC
ASSESSOR(S)	Monique Jacobs		
MODERATOR(S)	Dr N. Wakelin-Theron		
DURATION	2 hours	TOTAL MARKS	120

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	10
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INFORMATION/INSTRUCTIONS:

- This is an OPEN-book assessment.
- **Answer ALL** the questions.
- 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.
- Students may make use of the following publications:
 - 2019 Ulink/Blackboard Notes
 - 2019 Workbook
 - Selling destinations: Geography for the travel professional 5th ed. 2010. *Mancini, M.*
- The general UJ policies, procedures and rules pertaining to written assessments apply to this assessment.

QUESTION 1 : THAILAND**[10 MARKS]**

Study the map of Thailand below (ADDENDUM A) together with your prescribe sources and identify the following geographical landmarks per number as reflected on the map.

- 1.1 Identify the neighbouring country shown by the number 1. (1)
- 1.2 Identify the neighbouring country shown by the number 2. (1)
- 1.3 Identify the beach shown by the number 3. (1)
- 1.4 Identify the capital city shown by the number 4. (1)
- 1.5 Identify the sea shown by the number 5. (1)
- 1.6 Identify the Bay shown by the number 6. (1)
- 1.7 Identify the former Thai capital shown by the number 7. (1)
- 1.8 Identify the sight of the biggest Buddhist monument as shown by the number 8. (1)
- 1.9 Identify the northerly city shown by the number 9. (1)
- 1.10 Identify the neighbouring country shown by the number 10. (1)

QUESTION 2 : JAPAN**[28 MARKS]**

Two friends Jackie Brown and Emily Hopkins are planning a trip to Japan. They have decided on a Contiki package tour displayed in ADDENDUM B. However, they need more information from you. Study the itinerary and answer the questions that follow.

- 2.1 In which city will their tour start? (1)
- 2.2 On day 2, they will be visiting Osaka Castle. Provide them with more detail about this attraction. (2)
- 2.3 A traditional meal, 'Izakaya' will be served on day 2 of their itinerary. Provide them with more information regarding the Japanese diet. (3)
- 2.4 Day 3 of their itinerary mentions the famous 'Geisha Girls'. Explain the significance of the 'Geisha Girls'. (3)
- 2.5 Emily also heard that these girls are skilled in the art of 'ikebana'. Explain to them what this skill entails. (2)
- 2.6 What is another name for the bullet train that will transport them to Hiroshima on days 5 and 6? (1)
- 2.7 What is the significance of the city of Hiroshima? (2)
- 2.8 Name two (2) attractions they will visit whilst in Hiroshima on days 5 and 6. (2)
- 2.9 On days 7 to 9 they will be in Japan's capital, Tokyo. Why is the Imperial Palace a must see attraction? (2)
- 2.10 Should they be interested in doing some shopping in Tokyo, which famous district should they visit? (1)

- 2.11 Whilst in Tokyo they will also be going on a day trip to Nikko. Explain the significance of this city to them. (2)
- 2.12 What will they be doing in Hakuba on days 10 to 12 of their itinerary? (1)
- 2.13 Jackie heard that a good buy is a kimono. Explain what type of garment this is. (2)
- 2.14 Emily would like to know why spring is the best time to visit Japan. Explain it to her. (1)
- 2.15 They would like to know what currency is used in Japan. Identify this currency. (1)
- 2.16 Lastly, they requested some information on the Japanese customs as they heard it varies significantly from those of the western nations. Explain the significance of the 'tea ceremony' to them. (2)
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QUESTION 3: GERMANY**[15 MARKS]**

Using ADDENDUM C (see attached), together with your sources answer the following questions

- 3.1 Describe the atmosphere of Berlin as described in ADDENDUM C. (2)
- 3.2 What type of tourist is attracted to Berlin? (1)
- 3.3 Name two (2) attractions that have to do with World War II mentioned in the case study. (2)
- 3.4 In addition, name two (2) alternative attractions also located in Berlin and explain their significance. (4)
- 3.5 What is the *Pergamon Altar*? (1)
- 3.6 Describe the climate (weather) of Germany. (3)
- 3.7 When does Munich's Oktoberfest begin? Name the month. (1)
- 3.8 Name the river that runs down the west side of Germany. (1)
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QUESTION 4 : HONG KONG**[11 MARKS]**

Complete the following itinerary by filling in the word(s) from the given list below. **Write only the word(s) next to the question number in the answer book.**

Word selection:

<ul style="list-style-type: none"> • Hong Kong • Banpo • Three Gorges • Star Ferry • Yung Kee • Stanley • Kowloon • Lantau • Cantonese • French 	<ul style="list-style-type: none"> • English • Disneyland Hong Kong • Buddha • Statue • Po Lin • Macau • Victoria Peak • Ten thousand buddhas • Shatin • Aberdeen
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48 HOURS IN HONG KONG

A short break in Hong Kong starts at an appropriately high speed as the Airport Express whisks you from the airport into the city in just 24 minutes. The skyscraper-clad Kowloon district is situated on the mainland, while across the waters of Victoria Harbour lies (4.1)..... Island. Public transport in the city is excellent, so pick whichever side your travel consultant gets the best hotel deal, drop you bags, and then go.

Don't miss a visit to (4.2)..... with its popular open-air market, (4.3)..... for the best view of the city or (4.4)..... floating markets and restaurants.

Getting from Kowloon to Central is easy, day or night; the (4.5)..... has been running since 1888. It's creaky and slow but still believed to be the most memorable way to cross the harbour. Over in Central you'll also find many restaurants where dim sum is the heart and soul of (4.6)..... cuisine.

The next day, swap the lights of Kowloon and Central for the jungle-clad hills of (4.7)..... Island. Rid the Ngong Ping 360 cable way to (4.8)..... Monastery where you'll find the world's largest outdoor-seated (4.9)..... Also on this island you will find the family-friendly (4.10).....

No visit to Hong Kong is complete with a stop to (4.11)....., a former Portuguese colony that returned to Chinese rule in 1999. Today a quieter alternative to the hustle and bustle of Hong Kong.

(In recognition of Sure Travel Journey make memories for life Magazine. Vol23 Spring 2016)

QUESTION 5 : FRANCE**[10 MARKS]**

Paris is referred to as the 'art capital of the world'. With which art establishment would you associate each of the following;

- 5.1 Once a residence of Kings, now a world famous art museum that houses the greatest collection of art, like the *Mona Lisa*. (1)
- 5.2 A converted railway station with Impressionists work such as *Whistler's Mother*. (1)
- 5.3 20th century and post-modern art exhibitions with a bold exterior. (1)
- 5.4 The Eiffel Tower is the most famous attraction in Paris. Why is this iconic landmark so significant? (3)

- 5.5 Which arch in Paris was built to commemorate all the victories of Napoleon? (1)
- 5.6 In the Loire Valley discuss why the following attractions are worth a visit;
- 5.6.1 Chenonceau (1)
- 5.6.2 Saumur (2)

QUESTION 6 : AUSTRALIA**[18 MARKS]**

Your clients are planning a trip to Australia. They have searched the internet for suitable itineraries and decided on the 'Two weeks in Australia' itinerary below. Study this itinerary and answer the questions that follow,

Two weeks in Australia

Australia is a huge country. There's no way to see it all on even a 2 week vacation. Choosing a couple of these places will give you a taste of Australia. Don't try to cram too much into your itinerary though. Here though is an idea of 2 weeks in Australia to get you started.

Sydney(3 days) – Explore the sights, neighborhoods, and beaches of the largest city.

Melbourne(5 days) – 5 days in Melbourne seems like a lot, but it is a great base for exploring the region including the Great Ocean Road. Beyond that, Melbourne is just a hip and fun town to be in.

Uluru(2 days) – Getting to and from Uluru involves flights, so it means a lot of transport to see one sight, but what a sight it is. Uluru is definitely one of Australia's big sights and worth the transport.

Cairns and the Great Barrier Reef(3 days) – Head north to the city of Cairns to explore the rainforest and take a day trip out to the reef.

This is still a pretty fast trip. If you feel like you can cut out anything or add another week to your trip, seriously think about it. Also remember that Australia is huge and there is significant transport time (flights can eat half or even a whole day. Even consider adding more days to what I suggested. If you haven't traveled much, this is a great way to get your feet wet. The possibilities are endless, and I certainly couldn't include everything here, but this **Australia itinerary** will get you started.

Source: <https://travel-made-simple.com/simple-australia-itinerary> Accessed: 11April2018

- 6.1 The itinerary mentions that Australia is a huge country, what is the best mode of transport for your clients to get from one region to another? (1)
- 6.2 What is the name of Australia's national carrier? (1)
- 6.3 Describe Australia's climate as well as advising your clients on the best time to visit Australia. (3)
- 6.4 Name one (1) famous beach in Sydney that your clients should visit. (1)
- 6.5 During their three day stay in Sydney name two (2) attractions they must see. Justify your answer by providing a description and value of each attraction. (4)
- 6.6 The itinerary mentions that Uluru is definitely one of Australia's big sights; name the famous attraction your clients should visit here. (1)
- 6.7 Why is this attraction, mentioned in Q6.6, considered to be worth a visit? (2)
- 6.8 Explain to your clients the significance of the 'Great Barrier Reef'. (3)

- 6.9 Name any two (2) activities that they can participate in whilst visiting the 'Great Barrier Reef'. (2)
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QUESTION 7 : UNITED KINGDOM**[20 MARKS]**

Using ADDENDUM D (see attached), together with your sources answer the following questions

- 7.1 Identify and describe the most famous landmark of York. (1)

The York Pocket Guide mentioned that 'a walk on the city walls' is a unique way of seeing and experiencing York.

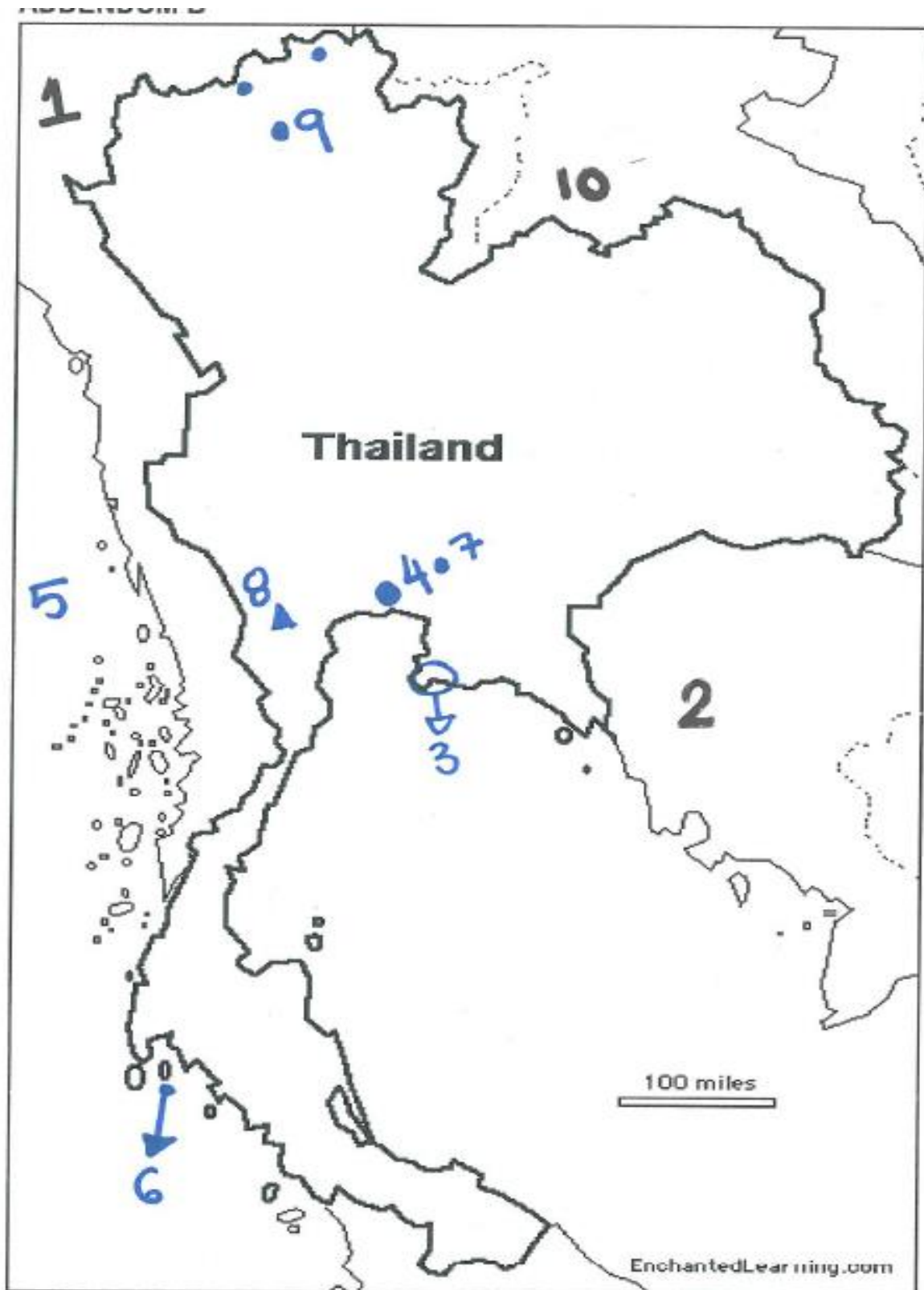
- 7.2 From which era does this wall in York date? (1)
- 7.3 What can tourists expect from a guide to show and tell them while on the York cruise? *Name three (3).* (3)
- 7.4 Identify from ADDENDUM D, three (3) events that a tourist should try to attend while visiting this magnificent city. (3)
- 7.5 What kind of weather can a tourist expect during August in York? (1)
- 7.6 If tourists are in London and would like to depart to York by rail how long will the journey take? (1)
- 7.7 Briefly describe the atmosphere of York's shambles area. (2)
- 7.8 Identify and describe a traditional 'pub' meal mentioned in ADDENDUM D. (3)
- 7.9 Which restaurant can be recommended for a traditional high tea experience? (1)
- 7.10 What is the house speciality served at the restaurant you mentioned in Q7.9? (2)
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QUESTION 8 : NEW ZEALAND**[8 MARKS]**

- 8.1 On which island is New Zealand's capital located? (1)
- 8.2 What is Auckland's nickname? (1)
- 8.3 Name two (2) must see attractions in Auckland. (2)
- 8.4 How many earthquakes does New Zealand experience annually? (1)
- 8.5 Name the two (2) bodies of water that surround New Zealand. (2)
- 8.6 Which New Zealand city is considered the centre of the Maori culture? (1)
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TOTAL [120 MARKS]

ADDENDUM A : MAP OF THAILAND



ADDENDUM B

START 6:00PM OSAKA

● **DAY 1 OSAKA**
Konichiwa friends: welcome to the land of the rising sun, famed for its beauty, culture, cuisine & just a touch of crazy. Get settled into your hotel before joining forces with your Trip Manager & travel crew, then we'll head out to explore the local area. Hotel

● **DAY 2 OSAKA**
Universal Studios, Osaka Castle, iconic Dōtōbori - today is yours to take on Osaka as your heart desires.

girls. On day 4 you'll have a full free day to explore Kyoto your way. Hotel (B)(B)

● **Guided sightseeing**
in Kyoto
F Half day trip to Nara

● **DAYS 5-6 HIROSHIMA**
All aboard! A bullet train shoots us over to historic Hiroshima for 2 nights. We'll learn about the past & present of this noble city on a sightseeing tour, & we take a ferry to Miyajima island to see miniature deer & the Itsukushima Shrine. Hotel (B)(B)

● **Peace Park & Peace Memorial Museum**
● **Itsukushima Shrine & Miyajima Island**
F Okonomiyaki Lunch
F Hiroshima Dinner Cruise

Street, Meiji Jingu Shrine & Shibuya Crossing
● **Hakone day trip with Hakone ropeway**
● **Ashinoko Lake Cruise**
F **Onsen Experience**
F **MariCar Tokyo**
Go-Cart Experience (International Driver's License required)
F **Robot Restaurant Show**

● **DAYS 10-12 HAKUBA**
An included train takes us to Hakuba. Widely recognised as one of the world's best skiing spots, this winter paradise boasts 9 resorts, 135 lifts & over 200 runs. You have 3 nights to hit the slopes & live your best snow life. Hotel (B)(B)

Note: Ski package unescorted

● **DAY 13 TOKYO**
And just like that, it's all over. Waving goodbye to Hakuba this morning, we'll trace our steps back to Tokyo, by jumping on the train. Your trip comes to an end in Tokyo, but you'll keep the memories (& photos) forever. (B)

END 12PM TOKYO

This evening, why not get to know your new travel friends over our Free Time Add-On Foodie experience, a traditional Izakaya?

F **Izakaya Welcome Dinner**
Hotel (B)

● **DAYS 3-4 KYOTO**
After breakfast in Osaka we head to Kyoto. We'll kick things off with a guided tour of this beautiful city: get your camera ready for temples, gardens, colourful shrines & famous geisha





START

END

Legend:
○ Places visited
① Nightstays
— Coach

SENSOJI TEMPLE, TOKYO

ADDENDUM C

BERLIN TRAVEL GUIDE

For many, Berlin is the epitome of all that is great in German culture and this captivating city, a treasure trove of cultural attractions, is also at the heart of the global interest in Germany's turbulent history.

Historically, Berlin is one of the most fascinating cities in the world and many people travel here primarily because they are curious about the dark mystique of the capital under Hitler, and the legacy of the Berlin Wall, which featured so prominently in the Cold War.

The city has been resurrected as an interesting, vibrant, cosmopolitan place, and has rapidly regained its pre-war reputation for being a party city.

A holiday in Berlin is for the sophisticated fun-lover and there are attractions enough to provide fodder even for the most voracious of culture vultures. Visitors can pass through historic sites like the famous Checkpoint Charlie, take a tour around the iconic Reichstag or marvel at the splendours of the Charlottenburg Palace with its impressive collections of art and beautiful gardens.

Berlin's famous cabarets and nightclubs are in full swing, and its opera and concert venues seldom miss a note. The nightlife in this special city will not disappoint. There are also plenty of shopping opportunities in the many great retail streets and malls and foodies will be similarly delighted by the selection of quality restaurants in Berlin.

ADDENDUM D**MINI GUIDE : October 2011****YORK, ENGLAND****WHY GO?**

York's rich heritage is woven into virtually every brick and beam. Its spider's web of medieval streets are enclosed by a circuit of 13th century walls and, at its heart, lies one of the world's most beautiful Gothic cathedrals. Aside from this, York's greatest appeal rests in its welcoming atmosphere.

WHEN TO GO

The whole country celebrates Yorkshire Day (1Aug) while June, July and August are good for walking, as well as horse racing at the Ebor Festival. Autumn and winter are atmospheric, with the St Nicholas Fayre Christmas market a highlight (24-27 November)

WHAT TO SEE**Best for history**

Built in 1220 - 1480, York Minster encompasses all the major stages of Gothic architectural development, from the 13th century chapterhouse to the decorative-style nave and the Great East Window - the world's largest stained window.

Best for walks

Wald the city walls for a new perspective on the city. Start in the botanical museum Gardens or at Bootham Bar, where a multimedia exhibit provides some historical text.

Best for cruises

For a waterborne tour of Saxon and Viking battle sites and where witches were 'ducked' in the Middle Ages, take a York City boat cruise.

EAT & DRINK**THE BLUE BELL**

It is what an English Pub should look like: a wood-panelled room smouldering fireplace and 18th century décor. Staff is friendly and efficient, and you'll find locally produced Black Sheep Ale on tap.

BETTY'S

Afternoon tea will be served in the old fashioned way: all waitresses in white aprons and linen tablecloths. The house speciality is the Fat Rascal - a huge fruit scone smothered with butter.

STONE TROUGH INN

This is a traditional country inn serving gourmet pub food. Try the pork and herb sausages with thyme-scented mashed potato and real ale gravy.

Extracts from: Lonely Magazine, October 2011