



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism & Hospitality
DEPARTMENT	Tourism Management
CAMPUS(ES)	APB
MODULE NAME	Tourism Systems/Tourism Development 1
MODULE CODE	TOS11A2/TOD11A2: TOU11A1 & TOW1A11
SEMESTER	1
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity June 2020

ASSESSMENT DATE	TBC	SESSION	TBC
ASSESSOR(S)	Mr L Makoni		
MODERATOR(S)	Ms M Mashapa		
DURATION	120 minutes	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	6
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INFORMATION/INSTRUCTIONS:

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- This is an online assessment.
 - Answer all questions
 - Read the questions carefully and answer only what is required.
 - Number your answers clearly and correctly as per the question paper.
 - Type in your answers in a separate word document
 - Save the document under your surname, initials and student number
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QUESTION 1 (Multiple choice questions)**[15 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	Tourism	A	Is only practised by those with disposable income
		B	Is practised by those with disposable time and money
		C	Is practised by those with disposable time
		D	Is practiced only be the wealthy
1.2	The tourism industry has been seen as	A	An industry responsible with a lot of socio-economic and environmental challenges
		B	An industry that violates the socio-economic and environmental paradigms
		C	An industry that is a panacea to socio-economic and environmental challenges
		D	An industry that has no impacts on the socio-economic and environmental paradigms
1.3	Why are there many definitions of tourism?	A	Tourism is a multi-sectoral and multi-discipline industry
		B	Tourism has a unique nature
		C	Tourism is complex to understand
		D	Tourism has different approaches
1.4	What distinguishes the tourist destination from a non-tourist destination?	A	A tourist destination have the 7As while the non-tourist destination does not have them
		B	It strongly and only depends on the tourists' preferences
		C	It strongly depends on host communities to offer their area as a tourist destination
		D	A tourist destination have the 3As while the non-tourist destination does not have them
1.5	The following is not part of accessibility	A	Transport
		B	Travel documentation
		C	Souvenirs
		D	Health certificates
1.6	The tourism system has five elements, these are _____	A	Movement, outside place of work and residence, stay at another area, perform activities, purpose of travel other than taking up employment or permanent residency

		B	Tourist, originator region, transit-route region, destination region, tourism industry
		C	Supply, demand, distribution, intermediaries, tourism industry
		D	Tourism industry, tourism economy, demand, supply, distribution
1.7	The following is not part of the various approaches to define tourism demand	A	Geography
		B	Economic
		C	Psychological
		D	Environmental
1.8	The TALC has four phases, these are	A	Discovery, local control, institutionalism, Rejuvenation/decline/stagnation
		B	Exploration, involvement, development, rejuvenation/decline
		C	Discovery, development, consolidation, rejuvenation/decline
		D	Exploration, local control, institutionalism, stagnation
1.9	A travel to/through unfamiliar places and learn about them is known as ____	A	Discovery
		B	Drifting
		C	Exploration
		D	Backpacking
1.10	Sustainability goals are mainly to create balance between	A	Tourists needs, private sector needs and public sector needs
		B	Environmental wellbeing, economic fraternity and social justice
		C	Tourism supply and tourism demand
		D	Tourists destinations and the people existing in those areas
1.11	In which regions does tourism demand integrates with tourism supply	A	Originator, transit, destination
		B	Originator and destination
		C	Transit and destination
		D	Originator and transit
1.12	Which of the following is true about tourism within Africa?	A	Africa was a dark continent before tourism was discovered in the continent
		B	Tourism in Africa only started during the colonisation era
		C	Tourism in Africa only started after the colonisation era
		D	Tourism in Africa is as old as African people themselves

1.13	The universal right to tourism meant that	A	Certain people could now travel freely around the world for as long as they have the means
		B	Rich people could now travel freely around the world
		C	People could now travel freely around the world for as long as they have the means
		D	Tourism was certified as an economic industry
1.14	Tourists can be classified according to the following, but not _____	A	Behaviour
		B	Race
		C	Motivation
		D	Geography
1.15	The following are the four main tourism stakeholders	A	Tourists, Tourism Businesses, Government, Conservation department
		B	Community, tourists, NGOs, Tourism Businesses
		C	Tourists, MNCs, Government, Community
		D	Community, Government, Tourism Businesses, Tourists

QUESTION 2 (Matching columns)**[15 MARKS]**

Match the following explanations to the given concepts. Choose the correct concept for an explanation and right the letter next to the question number **(e.g. 2.16. K)**

COLUMN A		COLUMN B	
2.1	Panacea	A	A cure, solution or remedy to a solution
2.2	Sustainability	B	Tourists are pushed by product specific needs (secondary forces) to travel
2.3	Aesthetics	C	The tourist (demand) and the tourism industry (supply) interact at the originator-transit-destination regions
2.4	TALC model	D	Integrated planning and management
2.5	Dann push-pull equation model	E	The pillars upon which the tourism development guidelines are built
2.6	Leiper's tourist attraction system model	F	A concept that advocates for the best for people and their environment, both in the present and in the future
2.7	Leiper's tourism system model	G	Tourists are pushed by their own motivations (primary force) to travel
2.8	Intermediary	H	A set of things working together as parts of a mechanism
2.9	Tripple bottom line	I	Responsible with the distribution of tourism products/services between tourists and the tourism industry

2.10	Destination management	J	Travelling to a particular place to admire its beauty
2.11	Different stakeholders are engaged	K	A model that describes the different stages of a destination's life span
2.12	System	L	A process in which methods that aid the structuring, development and marketing, policies and strategies of a destination are pursued
2.13	Micro	M	Needs are hierarchical
2.14	Macro	N	These are within the reach and influence of stakeholders
2.15	Maslow	O	These are beyond the reach and influence of stakeholders

QUESTION 3 (True or False statements)**[14 MARKS]**

Indicate whether the following statements are TRUE or False. Only write the answer, T or F next to the question number **(e.g. 3.15. T)**

	Statement
3.1	A tourist destination goes through different life stages from its foundation to its decline
3.2	According to Dann push-pull equation, tourists are pushed by their personal motivations to travel
3.3	According to Leiper's tourist attraction system, tourists are pushed by their personal motivations to travel
3.4	The tourism destination life cycle has six stages that evolve in four phases
3.5	The first stage of the TALC is involvement
3.6	The tourism demand and tourism supply integrate at three different regions
3.7	The distribution process of tourism products/services is, in most cases, simplified by the tourism intermediaries
3.8	Tourists are motivated to travel only by secondary forces while primary forces are complementary motives
3.9	Tourists can be classified according to their behaviour, motivations and geography
3.10	The three As are the main features of a destination also referred to as the destination mix
3.11	Tourism is a multi-sectoral and multi-discipline industry
3.12	The essential nature of tourism helps us to separate tourism from any other kind of travel
3.13	All travel is tourism and not all tourism is travel
3.14	People travelling domestically should not be seen as tourists

QUESTION 4**[56 MARKS]**

Instruction: No part of this section must be discussed in point or bullet form (DO NOT ANSWER IN POINT FORM). All questions are essay based and therefore you are required to write your answers in paragraphs

- 4.1 It is not as easy to come up with one definition of tourism. The essential nature of tourism helps us to better understand tourism as a phenomenon. Briefly discuss the six characteristics that make up the essential nature of tourism. Each characteristic must be discussed on a separate paragraph. (6x2= 12)
- 4.2 Theories of motivation helps destination stakeholders to understand why tourists travel. One of the best-known theories of motivation is the Maslow's hierarchy of needs. Briefly discuss how each of the five basic human needs according to Maslow can be met through travelling.. (5x2= 10)
- 4.3 Briefly discuss the Dann's push-pull equation, clearly indicating how the push factors are generated at the originator region and how the pull factors take over to influence travel to attractions. (4x 2= 8)
- 4.4.1 The tourism system mainly focuses on how the tourism demand and the tourism supply are integrated at different regions, and how different stakeholders are engaged in the whole process that is largely affected by both the positive and negative macro (pestel) and micro (internal) factors. In that regard, discuss how the tourism system operates, indicating the integration of tourism demand and supply at different regions. (10)
- 4.4.2 Discuss the four phases of the TALC, clearly indicating the stages involved in each phase (4x4= 16)

TOTAL MARKS= 100