



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	Supplementary Summative Assessment Opportunity

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)	3
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INFORMATION/INSTRUCTIONS:

- 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:**[1X10]****Match column A and B**

A	B
1.1 Push factor	A. Non-renewable resource that deserves special care when used as an attraction in tourism
1.2. PESTEL	B. Regulates tourism
1.3. Travel sector	C. Integrates tourism demand and supply
1.4. Department of Tourism (DoT)	D. Personal motivations for travel that drive or 'push' a person into travelling
1.5. Tourism economy	E. Responsible for creating demand for tourism
1.6. Deferred demand	F. A collection of businesses and individuals that organise tourist activities
1.7. Leiper system	G. Tourist who are not travelling due to problems on the supply side
1.8. Ambience	H Features that influence a tourist's choice to visit
1.9. Tourism industry	I. The atmosphere or feel of a place
1.10. 7As	J. Businesses that organise or plan travel for tourists
	K. Uncontrollable environments or external factors that affect tourism
	L. A system that includes various industry categories that affect and are affected by tourism

QUESTION 2:**[1X10]****State whether the following statements are true or false**

- 2.1 Push factors are personal motivations for travel that drive a person into travelling.
 - 2.2 Dann's theory of motivation entails satisfiers and dissatisfiers.
 - 2.3 Xenophobic attacks and 9/11 are examples of socio-cultural factors that affect tourism.
 - 2.4 Carrying units are underlying means by which passengers travel.
 - 2.5 The tourism industry consists of a lot more than the travel, hospitality and leisure sector.
 - 2.6. Travel agents buy travel products in bulk and sell them to the public at a mark-up.
 - 2.7 Not all travel is tourism, but all tourism is travel
 - 2.8 The hospitality sector consists of labour-intensive, eight hour, hospitality services.
 - 2.9 Deferred demand includes people who are willing to travel provided the circumstances on the supply-side improve.
 - 2.10 Demographic factors are based on a person's personality, and include values, attitudes and interests.
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QUESTION 3

[25]

- 3.1. List the 5 elements of the tourism system according to Leiper's Tourism System (5)
- 3.2. Push factors are responsible for creating demand for tourism. Once a tourist's needs 'push' him or her to travel, other forces take over and 'pull' a tourist to a specific attraction, place, destination or country. These factors are referred to as the 7A's. Discuss how each of the 7A's act as a pull factor to a specific destination (20)
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QUESTION 4

[21]

- 4.1. List and describe the three main sectors of the tourism industry. (6)
- 4.2. Outline the role of the travel agent. (5)
- 4.3. List the ten (10) sectors of the Standard Industry Categories (SIC). (10)
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QUESTION 5

[34]

- 5.1. Describe any 3 approaches to tourism demand. (6)
- 5.2. Describe the 6 elements of tourism demand according to Leiper's tourism system model (12)
- 5.3. The tourism industry is supplied by companies, stakeholders and bodies that provide products at a particular destination and en route to the destination. With an aid of examples, discuss who these suppliers are. (10)
- 5.4. How does tourism demand and supply integrate? (6)

TOTAL MARKS= 100