



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism and Hospitality
DEPARTMENT	Tourism
CAMPUS(ES)	APB
MODULE NAME	Tourism Planning
MODULE CODE	TOS22A2/TOD22A2
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity 2020

ASSESSMENT DATE	2020	SESSION	TBC
ASSESSOR(S)	Dr N. Wakelin-Theron		
MODERATOR(S)	Dr. M Lebambo		
DURATION	2 hours (120 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	9
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- There are 4 questions
- Answer ALL 4 questions
- Read the questions carefully and answer only what is required.
- Number ALL 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.

QUESTION 1**[30 MARKS]**

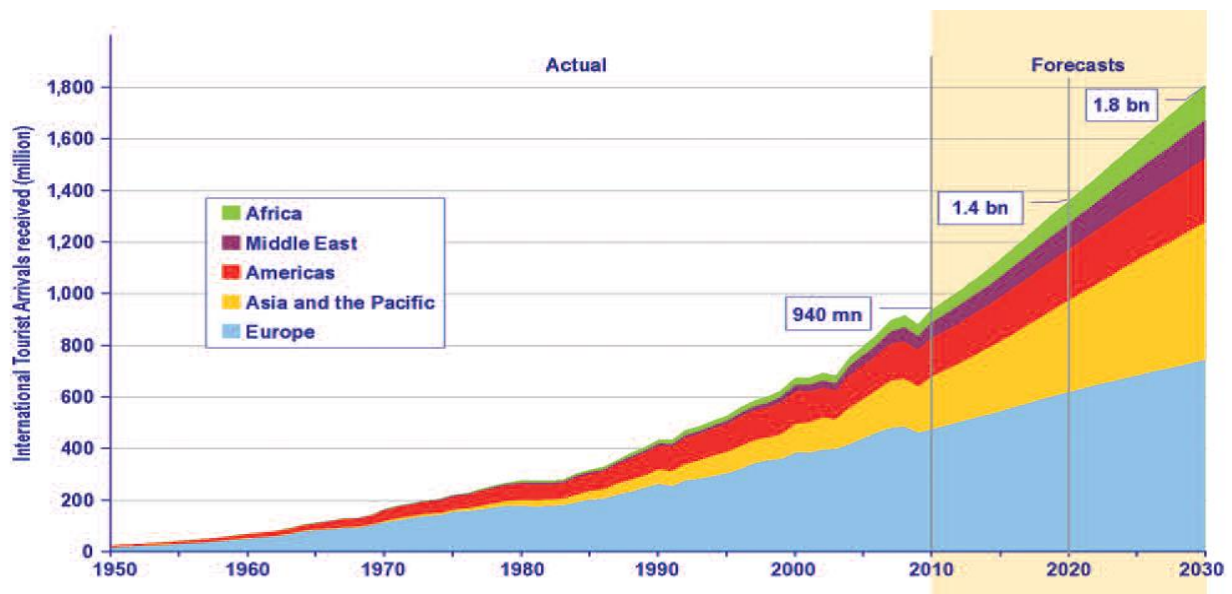
Write only the **letter** of the answer you have chosen next to each respective question number in your answer booklet. No selections on the question paper or multiple selections will be considered. All answers must appear in your answer booklet.

- 1.1 Tourism planning is not... (1)
a) universal
b) collective
c) homogenous
d) complex
- 1.2 Tourism planning deals with ... (1)
a) systematic approaches to achieve pre-determined goals
b) tourism that is successful
c) tourism that appeals to environmental activists
d) tourism that creates jobs
- 1.3 Visionary planning is synonymous with ... (1)
a) environmental planning
b) scenario planning
c) predictive planning
d) adaptive planning
- 1.4 The macro-environment can affect tourism development. An example of the macro environmental factors would be ... (1)
a) personal spending
b) family size
c) ageing population
d) technological advances
- 1.5 One quality of good goals is that they ... (1)
a) result in financial benefit from tourism
b) consider global warming
c) can be measured
d) satisfy tourists at all costs
- 1.6 Tourism planning creates opportunities from market penetration. This can be achieved through ... (1)
a) Mass tourism
b) Over tourism
c) Touristification
d) Destination competitiveness
- 1.7 What is the role of ethical consideration in tourism planning and development? (1)
a) Capturing the goals and contribution of each stakeholder to achieve
b) Referring any disputes concerning the application or interpretation of the global code of ethics for Tourism for conciliation to an impartial third body known as the World Committee on Tourism Ethics
c) Public and private stakeholders in tourism development should cooperate in the implementation of principles and monitor their effective application
d) All of the above

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- 1.8 Enabling technologies shape the future of tourism through ... (1)
- emissions
 - virtual and augmented reality
 - global middleclass/emerging generations
 - all of the above
- 1.9 Which main international organisation has been appointed by the United Nations as the agency which enforces tourism related projects sponsored by the United Nations? (1)
- WTO
 - UNESCO
 - WHO
 - WEF
- 1.10 Examples of superstructures are the facilities and services that are above ground such as? (1)
- Transportation, Support services and restaurants
 - Undergrounds and surface construction of a region
 - Mid-air transportation systems and cable ways
 - None of the above

The table below signifies the long-term outlook and an assessment of the development of tourism over the two decades 2010 – 2030 (UNWTO, 2017) (Tourism Towards 2030). Answer the following Four (4) questions that follow.



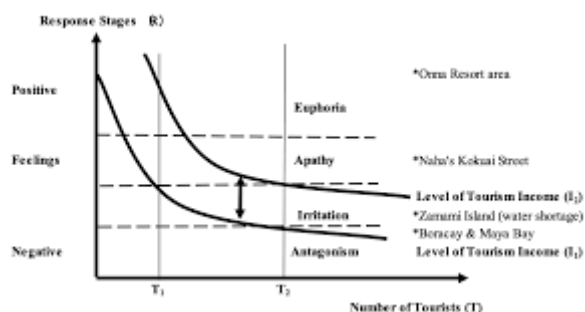
- 1.11 The 1.8 billion international arrivals mark in a single year was exceeded/will be exceeded ... (1)
- 2019
 - 1994
 - 2012
 - forecast for 2030

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- 1.12 People in the world travel more by ... than any other form. (1)
a) air
b) rail
c) road
d) waterborne transport
- 1.13 The study of tourism planning and development is important because... (1)
(a) tourists do not appreciate unplanned attractions
(b) communities are complaining about tourists
(c) tourism is growing quite fast and needs to be controlled
(d) governments want to make sure tourists pay taxes
- 1.14 Which one of the following would establish an economic influence on tourism demand? (1)
a) High unemployment rate
b) Over-tourism
c) Mass tourism
d) Environmental matters
- 1.15 Which tourism planning approach and technique/s is **not** part of the collective planning approach? (1)
a) System approach and comprehensive approach
b) Integrated approach and environmental and sustainable approach
c) Community approach and implementable approach
d) Technological and innovation approach
- 1.16 According to the **NTSS (2017)** report, some of the negative human resource perspectives within the tourism industry experiences of visitors relate to: (1)
a) Poor employment and working conditions, staff retention and wage levels as well as a lack of understanding the nature of work in the tourism industry
b) To simply enhance the visitors experience elements
c) Enhancing telecommunication to ensure connectivity
d) Provide effective and greater intermodal ground transportation (link private and public movement)
- 1.17 According to the over – tourism articles reviewed, “tourist –phobia” relates to... (1)
a) mixture of repudiation, mistrust and contempt for tourists
b) embrace tourists
c) misperception of tourists
d) hatred for locals.
- 1.18 The first **NTSS (2011)** framework was build on... (1)
a) both pillars and clusters
b) pillars
c) clusters
d) thrusts
- 1.19 South African Tourism is governed by ... (1)
a) Tourism Act 3, 2014
b) Gauteng Tourism
c) Minister of Environmental Affairs
d) none of the above

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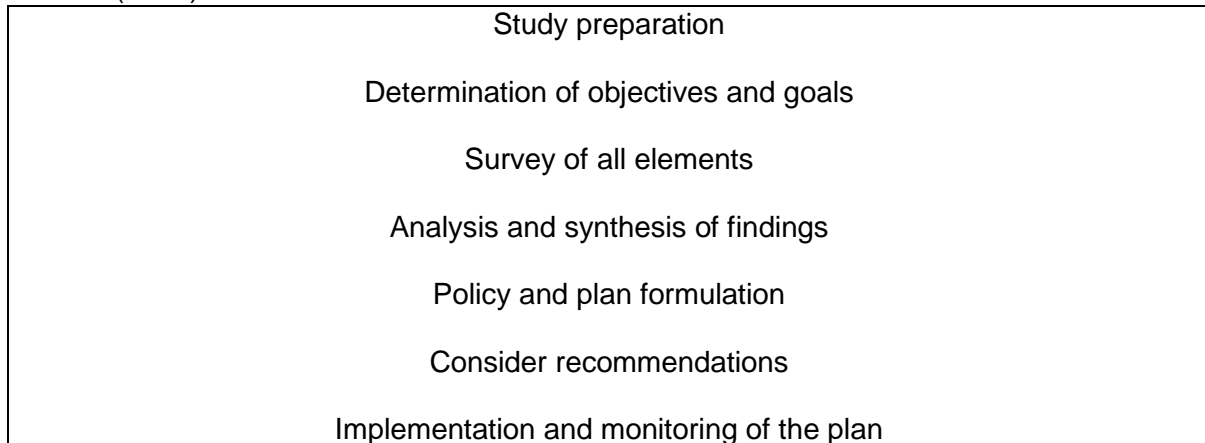
- 1.20 Which of the following organisations are regarded as Super-national organisations, these countries have greater powers than individual countries/or elaborate on issues which transcend national interest. (1)
- APEC and OIC
 - SAT and NDT
 - WTTC and UNWTO
 - BREXIT and BRICS
- 1.21 The VUCA-world represents travel that is associated with ... (1)
- transformative and regenerative travel,
 - technological change
 - commodification
 - new product intervention
- 1.22 Tourism presents a lifeline for many Africans because... (1)
- it can be enjoyed
 - it has the potential to drive transformative and inclusive growth
 - it attracts tourists
 - tourists visit rural communities
- 1.23 Regulatory synergies between tourism and transport mean that ... (1)
- the two cannot work together
 - developments in one impair the other
 - tourism does not need transport
 - policies on one simultaneously affect the other
- 1.24 The Scope of tourism planning in South Africa operates on different levels (1)
- International, National and Provincial
 - International, State and Local
 - International, National and Local
 - International, National, Provincial and Local
- 1.25 Licensing, conservation and health regulations occurs on ... (1)
- International level
 - National Level
 - Provincial/Regional Level
 - Local Level
- 1.26 The following graph represents ... (1)



- Butler's - Tourist Area Life Cycle
- EAIA – index
- Doxey's irritation Index
- Ad and Crompton's irritation index

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The figure below graphically represents the planning process, according to Page and Connell (2015)

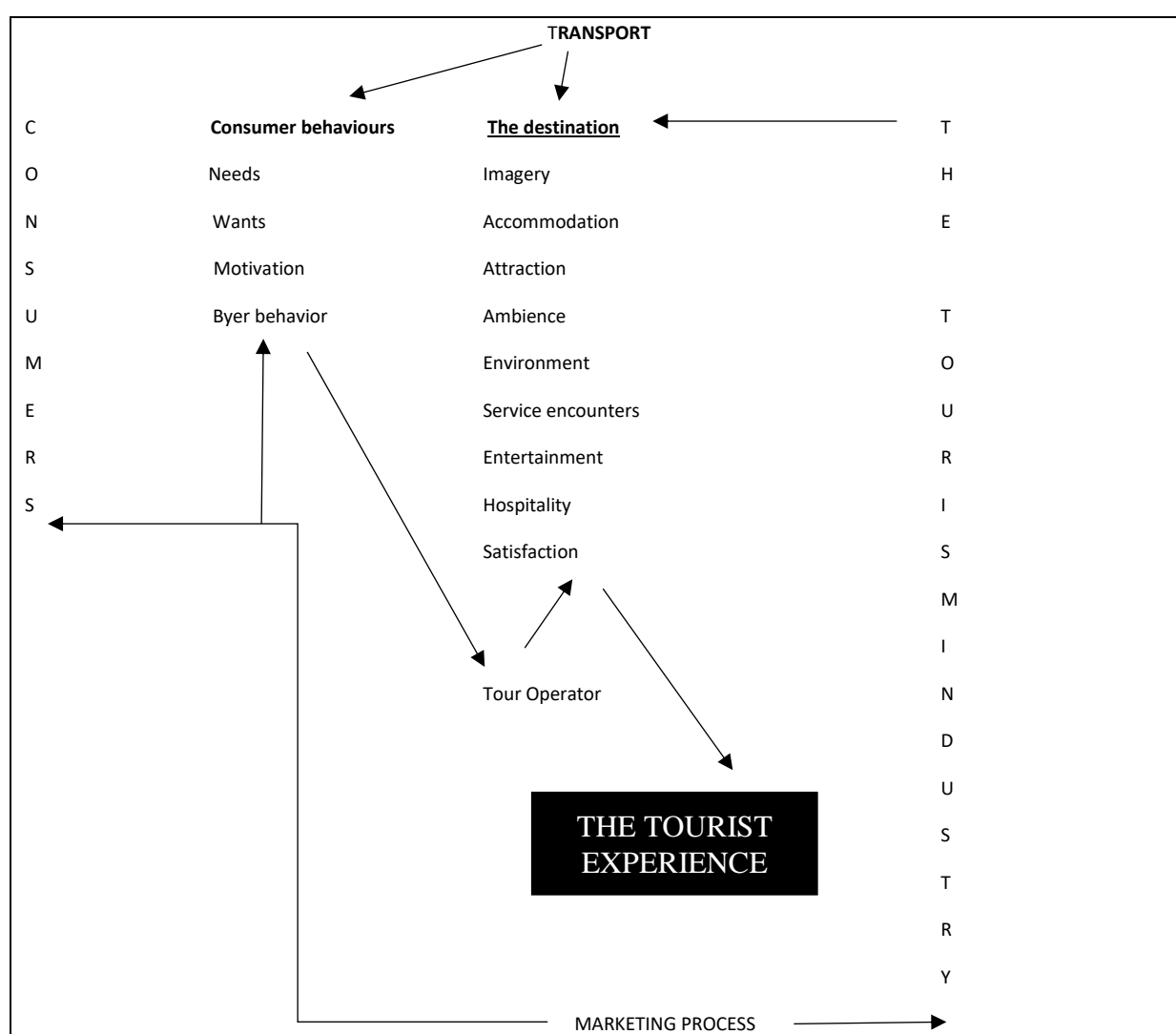


- 1.27 The element in the planning process which relates to the “Survey of all elements”, typically comprises of ... (1)
- a) an inventory of tourism resources and facilities, as well as accommodation, transportation, attractions and activities
 - b) the tourism system, and the domestic and international tourism markets
 - c) data gathered are used to establish the various options or development scenario's available in tourism. The frequency involves the drafting of a development with policy options.
 - d) Only the public sector's elements.
- 1.28 Quantitative research method relates to ... (1)
- a) Questionnaires/surveys
 - b) Semi-structured interviews
 - c) Individual interviews
 - d) All of the above
- 1.29 Carrying Capacity (CC) measure at a destination ... (method) (1)
- a) qualitative
 - b) mixed
 - c) quantitative
 - d) all of the above

P.T.O

1.30 The Figure below represents the influence upon the tourist experience of tourism at destinations. A potential mismatch could exist between the scale at which tourism planning normally occurs, and conversely at the scale which the tourist experience is important. What could the reason be? (1)

- Planning takes place at public level and there is no interacting, as businesses deals with tourists directly and provide services, these functions are not integrated
- The Marketing at the destination is very important and that a gap/mismatch could exist if not reached by the correct target group , and functions could not be integrated
- The tourism system is not integrated to facilitate the tourist experience
- The consumer is not integrated and a gap could assist.



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QUESTION 2**[10 MARKS]**

Read through the following statements, and indicate if the statement it is True or False. All answers must appear in your answer booklet.

- 2.1 Bleisure tourism relates to leisure and business tourism. (1)
- 2.2 The social tourism aspect relates to the well-being of individuals and the supply side of the tourism industry. (1)
- 2.3 Dynamic impacts relates to long-term changes in the economy and patterns of growth in the macro or local economy which brings forth dynamic impacts. (1)
- 2.4 South Africa has a large youth unemployment and underemployment rate. The underemployment relates to people who are **not** working in lower capacity. (1)
- 2.5 The global south is a term that has been emerging in transnational and postcolonial studies, and is a term that may refer to the developed world. (1)
- 2.6 Radical innovation brings new dominant design, thus a set of new core design concepts are embedded, which have a strong impact on the market, bringing new benefits and the possibility of opening of new businesses. (1)
- 2.7 Blockchain is a core component of the cryptocurrency Bitcoin, where it serves as the public ledger for all transactions on the network, even though the cryptocurrency is volatile, it has created a deep-seated awareness of the potential of blockchain technology. (1)
- 2.8 Macro economics relates to how the national economy operates through, inflation, national production and consumption, the money supply in the country as well as the employment and underemployment of the population of the destination. (1)
- 2.9 Super-structures relate to structures above the ground. (1)
- 2.10 The rational for tourism planning is the ramification of terrorism, communicable diseases, environmental disasters, unrests and wars. (1)

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QUESTION 3**[36 MARKS]**

- 3.1 What would be the rationale for planning? (5)
- 3.2 Identify and discuss the role of the public sector. (5)
- 3.3 Elaborate on the effects of incorrect planning and the benefits of tourism planning. (6)
- 3.4 Each of the following words/terms/phrases, have an effect on the tourism industry. Explain the meaning and provide an appropriate example.**
- 3.4.1 Explain the difference between direct, indirect and induced employment. (6)
- 3.4.2 Explain the term “visitors export” (3)
- 3.4.3 What is the meaning of mega-trends and Identify (4) four megatrends shaping the future of tourism. (5)
- 3.4.4 Explain the term “over-tourism” and its impacts, in addition list (3) three examples of specific countries where over-tourism is taking place. (6)
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QUESTION 4**[24 MARKS]**

- 4.1 Elaborate on the benefits of tourism to a destination, make specific reference to the **WTTC (2019) Travel & Tourism Economic Impact: World (2019)** – empirical data. In addition identify the World Economic Forum (WEF, 2019) risks categories – highlight important elements under each category to consider when planning. (12)
- 4.2 Why is domestic tourism still poor in South Africa? Identify the top five (5) responses according the *National Tourism Sector Strategy (NTSS) (NDT, 2017)* as to why locals did not travel during the past three years. What type of planning or initiative would improve this action in the future? Elaborate on some role players who promote domestic tourism growth in South Africa, and some technological innovation trends within the tourism industry. (12)
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Grand Total [100]