



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Tourism and Hospitality
DEPARTMENT	Tourism
CAMPUS(ES)	APB
MODULE NAME	Tourism Development 2A
MODULE CODE	TOU12A2/TOW2A11
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Supplementary Summative Assessment Opportunity June 2020

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

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	7
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
 - There are 5 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.
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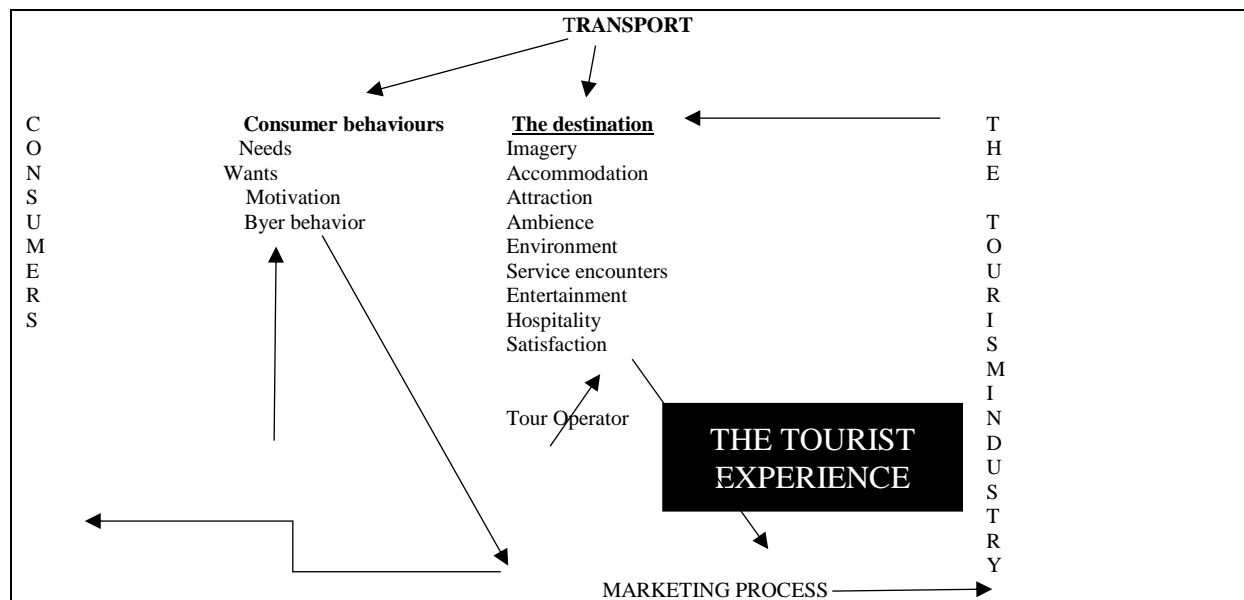
QUESTION 1 (THIS QUESTION IS COMPULSORY)**[20 MARKS]**

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 Some factors that influence the tourist experience at an attraction such as a plant park would be ... (1)
a) Quality of plants; layout of plants and park; cleanliness of plant park and help; advise provided on plants
b) Catering; location and Marketing
c) Carrying capacity; layout of plant park and signage
d) Previous experience of other Botanical gardens and international visits
- 1.2 An external elements that might spoil the tourist experience whilst visiting an island resort ... (1)
a) transportation
b) public facilities
c) air transportation
d) weather
- 1.3 Facilities and services have a high human contact nature of tourism consumption, the dominant element of dissatisfaction is often related to ... (1)
a) Quality
b) Prior experience
c) Staff and tourist interaction
d) Written communication
- 1.4 The macro environment can affect tourism development. An example of the macro-environment factor would be... (1)
a) Age
b) Technological advances
c) Educational level
d) Family size
- 1.5 How many countries contribute to the WTTC (2019) economic impact report? (1)
a) 5
b) 25
c) 125
d) 185
- 1.6 How many global net jobs have been created over the last 5years within the Travel and Tourism sector? (1)
a) 1/10
b) 1/22
c) 1/11
d) 1/5

P.T.O

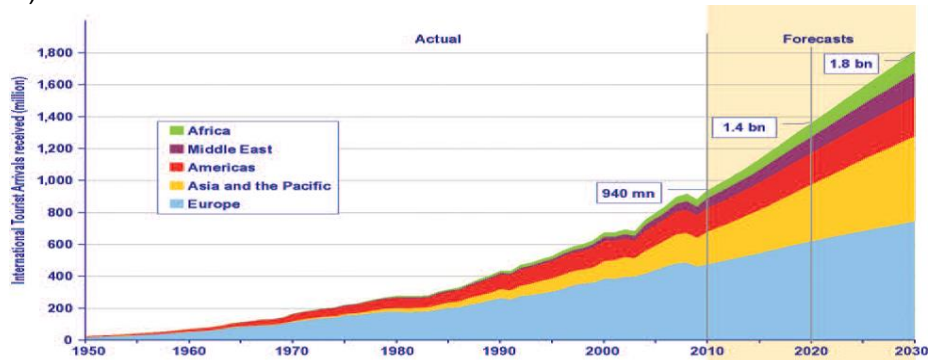
- 1.7 Tourism is ranked ____ in the world according to the economic growth report (WTTC, 2019). (1)
- third
 - first
 - second
 - fourth
- 1.8 Quantitative research method relates to (1)
- Questionnaires/surveys
 - Semi-structured interviews
 - Individual interviews
 - All of the above
- 1.9 The health systems around the world are at risk of becoming unfit for purposes. New vulnerabilities resulting from changing societal, environmental, demographic and technological patterns threaten to undo the dramatic gains in wellness and prosperity that health systems have supported over the last century. What is the leading cause of non-communicable diseases? (1)
- Corona virus
 - Drug resistance
 - Cardiovascular diseases and mental illness
 - HIV/AIDS
- 1.10 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 deal 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.

P.T.O

- 1.11 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).



- The 1.4 billion international arrivals mark in a single year was exceeded/or to be exceeded for the first time in ... (1)
- (a) 2019
(b) 1994
(c) 2020
(d) forecast for 2020
- 1.12 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
- 1.13 According to the NTSS reports some negative human resource perspectives within the tourism industry when it comes to visitors experience relates 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) Ensure to enhance telecommunication to ensure connectivity
(d) Provide effective and greater intermodal ground transportation (link private and public movement)
- 1.14 According to the over – tourism articles reviewed, “tourist –Phobia” relates to... (1)
- (a) mixture of repudiation, mis-trust and contempt for tourists
(b) embrace tourists
(c) misperception of tourists
(d) hatred for locals.
- 1.15 The first NTSS (2011) is build on (1)
- (a) both pillars and clusters
(b) pillars
(c) clusters
(d) thrusts

P.T.O

- 1.16 South African Tourism is mandated by the tourism ... (1)
a) Tourism Act 3, 2014
b) Gauteng Tourism
c) Minister of Environmental Affairs
d) None of the above
- 1.17 Which country moved down an estimated 4 four places following a security incident and failed coup during 2017 (WTTC, 2018) (1)
a) Brasilia
b) New Zealand
c) Turkey
d) South Africa
- 1.18 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)
a) APEC and OIC
b) SAT and NDT
c) WTTC and UNWTO
d) BREXIT and BRICS
- 1.19 The VUCA-world represents... (1)
a) transformative and regenerative travel,
b) a volatile world
c) commodification
d) new product intervention
- 1.20 Tourism presents a lifeline for many Africans because... (1)
a) it can be enjoyed
b) it has the potential to drive transformative and inclusive growth
c) it attracts tourists
d) tourists visit rural communities
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QUESTION 2**[10 MARKS]**

There are some important role players in the tourism economy and government departments, which support tourism by having multiple relations and connections. Identify some of these role players by providing the correct names for the following abbreviations and in addition elaborate on their role and responsibilities within the tourism industry.

- 2.1 FTT (2)
2.2 COGTA (2)
2.3 NDT (2)
2.4 DIRCO (2)
2.5 TBCSA (2)
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P.T.O

QUESTION 3

[5 MARKS]

Read through the following statements and provide (1) one term to the description.

- 3.1 A platform which provides alternative, sustainable home-sharing options across Europe. (1)
 - 3.2 Visitors devote their time, money, and other costs to volunteer in tourism to benefit of those who are in need. In this regard, some theorists have gone so far as to call volunteer tourism also ... (1)
 - 3.3 Fear towards tourists, due to improper planning of tourist policies as tourist exploit locals' quality of life. (1)
 - 3.4 A type of tourist/traveller seeks pleasure and happiness whilst on vacation. (1)
 - 3.5 Massive development of tourism, leads to the transformation of this space at tourism destination. (1)
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QUESTION 4

[10 MARKS]

- 4.1 List the different categories, identified by the World Economic Forums, risk report (WEF, 2019). (5)
 - 4.2 Identify any (1) one likelihood under each category. (5)
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QUESTION 5

[23 MARKS]

- 5.1 Elaborate on the effects of incorrect planning and the benefits of tourism planning. (8)
 - 5.2. Identify (3) three countries where over-tourism is evident. (3)
 - 5.3 Elaborate on (5) five negative impacts dealing with over-tourism. (5)
 - 5.4 Graphically represent *Doxey's irritation index*, identify the (4) elements and discuss what happens within each stage. Graphically draw Doxey's irritation index, make sure the axes of the scale is clearly marked. (7)
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QUESTION 6

[32 MARKS]

- 4.1 What is the meaning of mega-trends? Identify four (4) megatrends shaping the future of tourism. (6)
 - 4.2 List and discuss top travel trends in 2020, it is essential to know about these trends as they have an impact on planning and how tourism will be consumed. (10)
 - 4.3 Elaborate on any (4) four technological trends and discuss how the trend influence the travel and tourism industry today. (8)
 - 4.4 What is the meaning of a smart city? (2)
 - 4.4.1 Identify specific smart city trends and the countries these trend are in use. (6)
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[GRAND TOTAL 100]