



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Tourism and Hospitality
<b>DEPARTMENT</b>	Tourism
<b>CAMPUS(ES)</b>	APB
<b>MODULE NAME</b>	Tourism Planning
<b>MODULE CODE</b>	TOU12A1/TOW2A11
<b>SEMESTER</b>	First
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Final Summative Assessment Opportunity June 2020

<b>ASSESSMENT DATE</b>	19 June 2020	<b>SESSION</b>	14:00 – 16:00
<b>ASSESSOR(S)</b>	Dr N. Wakelin-Theron		
<b>MODERATOR(S)</b>	Dr. M. Lebombo		
<b>DURATION</b>	2 hours (120 min)	<b>TOTAL MARKS</b>	100

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	6
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**INFORMATION/INSTRUCTIONS:**

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- This is a Take Home Assessment.
  - Plagiarism will NOT be allowed during this examination.
  - There are 5 questions – read each question carefully and answer only what is required.
  - Some of the questions require more than one answer.
  - Number ALL your answers clearly and correctly as per the question paper.
  - Write or type neatly and legibly.
  - **UPLOAD YOUR EXAMINATION PAPER/** Submit as per instructions
  - No late examination papers will be marked.
  - Adhere to the guideline of a Take Home Assessment.
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- PIPELINE STUDENTS (TOW2A11 on the Kingsway Campus, answer the second half of the question paper
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**QUESTION 1**

**[15 MARKS]**

Why is tourism important to any country? Elaborate on empirical data as per the ***World Travel and Tourism Councils Report (WTTC)***, (2019), and apply to South Africa as a tourist destination as well.

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**QUESTION 2**

**[20 MARKS]**

According to the NTSS (2017) report published by the Department of Tourism (DoT), confirms that more South Africans do travel, which represent the core of middle class South Africans, and can significantly contribute to increase domestic holiday travel and further grow domestic tourism contribution to the economy. Yet the tourism industry is exposed to various **challenges** from a domestic and regional perspective.

Whilst elaborating on the above identify at least five (5) tourism role-players who or to assist with the above challenges.

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**QUESTION 3**

**[30 MARKS]**

3.1 Elaborate on the effects of incorrect planning and the benefits of tourism planning, apply your answer to specific examples. (8)

3.2 Refer to the pictures below.



3.2.1 Identify the phenomena that the pictures portray. (1)

3.2.2 Discuss over-tourism and possible reasons why it is occurring in some parts of the world. If you are a marketing specialist, how would you go about to minimise the phenomena. (12)

**P.T.O**  
(3)

3.2.3 Identify (3) three countries where over-tourism is evident.

3.2.4 Elaborate on (6) six negative impacts dealing with this phenomena. In addition relate your discussions to *any* model: Doxey's Irritation Index model, Butlers Tourist Area Life Cycle (TALC), Limits of Acceptable Change (LAC) or, Carrying Capacity CC.  
(10)

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#### QUESTION 4

**[15 MARKS]**

The world is currently facing a pandemic. Identify the impact of Covid-19 on the world.

In addition, elaborate what the Tourism supply-side need to focus on now and Post Covid-19 in South Africa as social distancing, restriction to movement is evident. Incorporate what consumers would likely demand as they consume products and services from the tourism industry.

Make use of bullets and elaborate briefly only on the adaptation of (E.G. The Supply side: Governments, transportation industry, attractions, travel agents, accommodation establishments, fast-food industries).

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#### QUESTION 5

**[20 MARKS]**

5.1 Identify (4) four **technological trends** and discuss how the trend influence the travel and tourism industry today. (8)

5.2 Technology and social networks are pervasive in Millennials and Centennials lives, even though they differ in how each generation handles technology. For Centennials technology is not a consumer item but a tool that facilitates access to communication, exchange, education and entertainment (a more pragmatic attitude). Furthermore Centennials are true digital natives; they are considered as the generation best prepared for understanding and using future innovations. You are working for South African Tourism (SAT), you need to plan and advise your marketing team how best to attract Centennials to travel more locally. (5)

5.2 What is the meaning of a smart city? (2)

5.3 According to you, which generation is most likely to consume/use smart tourism cities in South Africa in the near future, if correct planning is implemented? (1)

- 5.4 Provide the area in South Africa, where a smart city development will take place in the near future. (1)
- 5.5 Identify the type (mode) of local transportation mode that will be expanded to this smart city initiative. (1)
- 5.6 Dumping rubbish is illegal. Identify a smart city initiative that you will implement in highly dense populated areas, link it to innovative technology components (3)



**[GRAND TOTAL 100]**

**TOW2A11 – PIPELINE STUDENTS:**

**QUESTION 1**

**[30 MARKS]**

There are some important role players in the tourism economy and government department with multiple relations, which support tourism planning by having multiple relations and connections. Identify some of these role players by provide the correct names, and provide a clear description of the aim, objective and role they play within the tourism industry.

**Example:**

NDT	National Department of Tourism	The Department of Tourism is mandated under the Tourism Act 3 of 2014 to: promote the practise of responsible tourism for the benefit of the country and for the enjoyment of all its residents and foreign visitors; provide for the effective domestic and international marketing of South Africa as a tourist destination; promote quality tourism products and services; promote growth in and development of the tourism sector; and enhance cooperation and coordination between all spheres of government in developing and managing tourism.
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		The Department's objectives include ensuring that benefits of tourism are equitably shared amongst the people of South Africa, and planning for the empowerment of youth, women, and people with disabilities through entrepreneurial participation and opportunities. The Department's focus is on increasing competitiveness within the tourism sector in South Africa. In the medium term, the Department aims to increase investment in the tourism sector, increase inbound tourism, entrench a culture of tourism amongst South Africans, and increase the sector's contribution to job creation and economic growth.
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1.1 SAT	(5)
1.2 SATSA	(5)
1.3 ASATA	(5)
1.4 COGTA	(5)
1.5 DAC	(5)
1.6 DIRCO	(5)

**QUESTION 2****[50 MARKS]**

- 2.1 Why is regional tourism important to South Africa? (4)
- 2.2.1 Identify the body that represents regional tourism within SADC. (1)
- 2.2.2 Identify any corridors that supports regional tourism. You welcome to include a map. (3)
- 2.2 Identify (3) three gateways point to South Africa SADC communities to South Africa and provide an actual example to each to substantiate the gateway. (6)
- 2.3 Elaborate on the need for tourism planning, as well as the effects of incorrect planning and the benefits of tourism planning. You welcome to submit your answer in table format – landscape. (20)
- 2.4 Technological innovation is at the forefront within the tourism industry. Identify some of innovative technology that influence the tourism industry. In addition, analyse the challenges the industry face with innovative ground breaking technology. (16)

**QUESTION 3**

**[20 MARKS]**

The world is currently facing a pandemic. Identify the impact of Covid-19 world-wide.

In addition, elaborate what the Tourism supply-side need to focus on now and Post Covid-19 in South Africa as social distancing, restriction to movement is evident. Make use of bullets and elaborate briefly only on the adaptation of:

- Employment
- Social distancing (restaurants/Aircrafts/Taxi's)
- Technology adaptation
- Movement restriction
- Economical
- Social
- Mental/Health
- Office environment/space
- Others...

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**GRAND TOTAL [100]**