

**UNIVERSITY OF KWAZULU-NATAL**  
**SCHOOL OF AGRICULTURAL, EARTH & ENVIRONMENTAL SCIENCES**  
**DISCIPLINE OF GEOGRAPHY**  
**EXAMINATION: MAY/JUNE 2012**  
**MODULE NAME & CODE: TOURISM STUDIES, GEOG301H1**

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**DURATION: 3 HOURS**

**TOTAL MARKS: 150**

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**INTERNAL EXAMINER: DR R SOOKRAJH**

**EXTERNAL EXAMINER: PROF S OLDFIELD, UNIVERSITY OF CAPE TOWN**

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**INSTRUCTIONS: THIS PAPER CONSISTS OF ONE PAGE.**  
**ANSWER ANY THREE QUESTIONS.**  
**EACH QUESTION CARRIES 100 MARKS.**

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1. Critically evaluate the goals and objectives for tourism growth and expansion in the developing world. (100)
2. Discuss why a multidisciplinary approach to the study of tourism is appropriate. (100)
3. Discuss the role of tourism services and tourism attractions as components of the tourism system. Include in your discussion the importance of their branding. (100)
4. Evaluate the negative impacts of tourism activities on the physical environment and suggest control measures managers could put in place to minimize them. (100)
5. As an employee in a tourism marketing firm you are requested to conduct research to promote a southern African country to foreign tourists. Using an example, discuss and justify your research plan. (100)
6. Explain, in detail, the concept tourism. Include in your discussion its linkages with leisure and recreation, and factors that influence the demand for recreation and tourism. (100)
7. Explain strategies the South African Government could employ to gain maximum benefits from tourism activities whilst ensuring the long term sustainability of the tourism industry. (100)

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1. Discuss the relationship between leisure, recreation, tourism and geography. (100)
2. Discuss in detail the complex components of the tourism system. (100)
3. Although tourism is viewed as a major contributor to integrated national development, it is seen by many as a luxury export. Elaborate on this critique, particularly the various negative impacts associated with tourism activities. (100)
4. Explain the value of policy formulation and implementation for successful tourism development. Illustrate your answer in the context of a policy that influences tourism in South Africa. (100)
5. Provide a historical assessment of the South African tourism product and critically analyse some of the most significant challenges facing the South African tourism industry. (100)
6. Explain the positive and negative linkages between tourism, poverty and the environment in a third world context. (100)
7. As an employee in a tourism marketing firm you are requested to conduct research to promote a southern African country to foreign tourists. Using an example, discuss and justify your research plan. (100)