

UNIVERSITY OF KWAZULU-NATAL
SCHOOL OF AGRICULTURAL, EARTH AND ENVIRONMENTAL SCIENCES
DISCIPLINE OF GEOGRAPHY
EXAMINATION: JUNE 2013
MODULE NAME & CODE: TOURISM STUDIES, GEOG301H1

DURATION: 3 HOURS

TOTAL MARKS: 300

INTERNAL EXAMINER: DR R SOOKRAJH

EXTERNAL EXAMINER: PROF S OLDFIELD, UNIVERSITY OF CAPE TOWN

INSTRUCTIONS: ANSWER THREE QUESTIONS, ONE QUESTION FROM SECTION A AND TWO FROM SECTION B. EACH QUESTION IS WORTH 100 MARKS.

SECTION A – ANSWER ONE QUESTION. (100 MARKS)

1. Leisure, recreation, tourism and geography are concepts that overlap, yet have definite meanings of their own. Discuss your understanding of the meanings of and the relationship between these concepts. (100)
2. 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)

SECTION B – ANSWER TWO QUESTIONS. (200 MARKS)

3. Tourism is often considered by many developing countries as an ideal tool for alleviating poverty and enhancing local economies. Critically discuss this statement giving consideration to the opportunities and constraints tourism development offers. (100)
4. Evaluate the impact of technology on tourism development. Pay particular attention to communication and information technology. Use examples to enhance your discussion. (100)
5. As an employee in a tourism marketing company you are requested to prepare a brochure to market a southern African country to foreign tourists. Describe and provide a justification for the information you will include in this brochure. (100)
6. Globally tourism is responsible for various negative impacts on the environment. Elaborate on this statement, focusing on the physical, economical and socio cultural environment, referring to examples. (100)

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SECTION A – ANSWER ONE QUESTION. (100 MARKS)

1. Discuss why it is important to differentiate between leisure, recreation, tourism and geography. (100)
2. Provide a brief analysis of the South African tourism “product” and what changes need to occur in order for it to increase its contribution to the Gross Domestic Product (GDP). (100)

SECTION B – ANSWER TWO QUESTIONS. (200 MARKS)

3. Discuss why a multidisciplinary approach to the study of tourism is appropriate. Comment on the geographical contribution to the study of tourism. (100)
4. Tourism is often considered by many developing countries as an ideal tool for alleviating poverty and enhancing local economies. Critically discuss this statement giving consideration to the opportunities and constraints tourism development offers. (100)
5. Evaluate the negative impacts of tourism activities on the physical environment and suggest control measures destination managers could put in place to minimize them. (100)
6. Tourism is considered an intricate and complex system that is vulnerable to a number of varied social, economic and environmental factors. Explain these complexities and components. Use examples to illustrate your discussion. (100)

