

**UNIVERSITY OF KWAZULU-NATAL, PMB CAMPUS
NOVEMBER 2014 EXAMINATION**

**School of Agriculture, Earth & Environmental Sciences
GEOG 744: Advanced Tourism Studies**

Duration: 3 HOURS

Total Marks: 300

INTERNAL EXAMINERS: Mrs K. Naidoo

EXTERNAL EXAMINER: Prof S. Oldfield

INSTRUCTIONS:

Answer any 3 questions

Each question carries 100 marks

Make use of valid case studies, local and international examples, the triple bottom line and the three pillars of sustainability wherever possible to enhance your work.

Question 1

Sub-Saharan Africa remains underdeveloped and impoverished despite having a wealth of available tourism resources and direct foreign investment. Analyse the reasons for this notwithstanding that foreign control and tourism leakages are major factors, and suggest a plausible way forward to counteract this downward spiral.

Question 2

Community Benefit Tourism Initiatives (CBTI) can in hindsight be viewed as “a conceptual oxymoron” or “a double-edged sword.” In most instances the initial economic benefits and enhanced livelihood opportunities afforded by CBTI seem to be simultaneously challenged by current socio-cultural dilution or destruction. Critically discuss how this pervasive issue is affecting the African continent.

Question 3

“A holiday is a holiday: practicing sustainability, home and away.” This statement refers to the “changing nature of sustainable lifestyles and the relationships between home and tourism-based environmental practices.” It is argued that, “whilst individuals are relatively comfortable with participating in a range of environmental behaviours in and around the home, the transference of these practices to tourism contexts can be problematic.”

Source:

Barr, S., Shaw, G., Coles, T., and Prillwitz, J. (2009). ‘A holiday is a holiday’: practicing sustainability, home and away. *Journal of Transport Geography*, 18 (2010), 474-481. United Kingdom. Elsevier Ltd.

Debate this pertinent issue and substantiate your discussion with valid case studies and experiences.

University of KwaZulu-Natal, November 2014 Examinations, GEOG744 Advanced Tourism Studies

Question 4

Community Based Tourism (CBT) is often viewed as a panacea, to alleviate poverty and promote economic development in least developed countries. Critically discuss and contrast the role of CBT in South Africa and Southern Africa in alleviating unemployment, subsequent poverty and stimulating development in rural or underdeveloped areas.

Question 5

South Africa's beaches and coastal areas continue to strive to achieve *Blue Flag Status*. Outline what Blue Flag Status entails and substantiate your view on whether such awards and the promotion of environmentally friendly destinations actually influence the type and number of tourists visiting or is this status a misleading *red herring*?

Question 6

There are several macro factors and megatrends that influence current and future tourism destinations and enterprise management. They act as drivers and barriers to tourism development and corporate environmentalism. Discuss the influence of these drivers and barriers for South Africa as a tourist destination.