

**UNIVERSITY OF KWAZULU-NATAL
EXAMINATION: MAY/ JUNE 2011**

**SCHOOL : ENVIRONMENTAL SCIENCES
LEVEL : III
MODULE : TOURISM STUDIES
CODE : GEOG301**

DURATION: 3 HOURS

TOTAL MARKS: 300

**INTERNAL EXAMINER: DR. V. MOODLEY
EXTERNAL EXAMINER: PROF C. SEETHAL
UNIVERSITY OF FORT HARE**

Answer any three questions. Each question carries 100 marks

1. Although tourism is seen as a major contributor to integrated national development, many see it as a luxury export.
In the context of the above statement, elaborate on the various negative impacts associated with tourism activities.
2. Explain the value of policy formulation and implementation for successful tourism development.
Include in your discussion the various policies that influence tourism activities in South Africa.
3. You are an employee in the office of the National Minister of Tourism Affairs for a country in southern Africa. The Minister has engaged an advertising agency to prepare a brochure to promote the country to foreign tourists. He has asked you to prepare a document to be handed to the agency outlining information on which the brochure is to be prepared. Indicate the type of information you would include in this document and motivate why these should be in the brochure.
4. Critically evaluate the impact of successfully hosting the 2010 FIFA World Cup in South Africa on tourism development in southern Africa.
5. Critically analyze the economic role of domestic and international tourism in a southern African context.
6. Discuss the linkages between leisure, recreation and tourism from a geographical perspective.

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SUPPLEMENTARY /AEGROTAT EXAMINATION: JUNE 2011**

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Answer any three questions. Each question carries 100 marks.

1. Critically evaluate the goals and objectives of tourism development in developing countries.
2. Discuss in detail tourism services and tourism attractions as components of the tourism product.
Include in your discussion the importance of branding.
3. Evaluate the negative impacts of tourism activities on the physical environment and suggest control measures that could be put in place to minimize negative impacts.
4. Explain the linkages between tourism, poverty and the environment in a Third World context.
5. Discuss the linkages between leisure, recreation and tourism. Include in your discussion the relationship between Tourism and Geography.
6. Critically evaluate the impact of successfully hosting the 2010 FIFA World Cup in South Africa on tourism development in southern Africa.