

TRT1501/201/1/2011

STREPIESKODE
BAR CODE



**Department of
TRANSPORT ECONOMICS,
LOGISTICS AND TOURISM**

**TOURISM MANAGEMENT 1 A
TRT1501**

**Tutorial Letter: 201/2011
1st Semester**

**Lecturers:
Mrs L.T. Nduna**

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1. GENERAL COMMENTS

Thank you all for completing and submitting your first assignment on time. In general, the assignments were answered very well. Your assignment was marked and returned to you. Remember that Tutorial Letter 201 forms an integral part of your compulsory study material and must therefore be integrated with what you have already received.

Please use the answers to the compulsory assignment given below as a way of measuring your own success and improving your answers (this is called self-assessment). Thereafter, you should incorporate what you have learned in your first effort when doing your second and third compulsory assignments.

Remember that these assignments contribute towards your semester mark as explained in Tutorial Letter 101. If you score well, it could assist you in the outcome of your final mark for this module.

Best of luck with Assignment 02 and 03!

2. ANSWERS TO COMPULSORY ASSIGNMENT 01

1 st SEMESTER		
TRT1501	Due Date	Unique Number
Assignment 01	14 March 2010	756523

QUESTION 1

Unisa has a number of documents and contact details that you can refer to when you need assistance with administrative matters during your studies. Which one of the following is not an example of an administrative assistance tool?

1. My studies @ Unisa
- 2. The study guide for this module**
3. The Unisa Contact Centre
4. Tutorial Letter 301

QUESTION 2

Which one of the following indicates the study material that you need to receive from the Department of Despatch for TRT1501?

- 1. Tutorial Letter 301, Tutorial Letter 101, the study guide, mark reading sheets**
2. Tutorial Letter 401, Tutorial Letter 210, prescribed textbook mark reading sheets
3. Tutorial Letter 301, Tutorial Letter 401, Tutorial Letter 501, additional tutorial letters
4. Tutorial Letter 301, prescribed textbook, the study guide, additional tutorial letters

QUESTION 3

What must you do when you do not receive all the study material listed in your inventory letter or if you do not receive the follow-up tutorial letters containing feedback on the assignments later in the semester?

1. Wait until it arrives in the post or until you hear from the lecturer
2. Phone the University one week before the start of your examination
3. Contact the lecturer for the module by sending an email and ask for information
4. **Follow up with Department Despatch or download it from myunisa**

QUESTION 4

Which one of the following statements applies to the examination that you will write for this module?

1. The examination for this module is a three-hour paper which comprises of two compulsory sections.
2. Previous examination papers are available to students along with the example of an examination paper in Tutorial Letter 101.
3. **The second question of the self-assessment exercise is an example of the long questions in the upcoming exam.**
4. Preparation for the examination should start one week before the exam date and lecturers contacted at the last minute.

QUESTION 5

Which one of the following is not an example of tourism based on the World Tourism Organisation (WTO) definition of tourism?

1. Cyril lives in Durban and flies to Cape Town for a conference on global warming for one week.
2. Tumi stays in Pretoria and visits Gold Reef City in Johannesburg while sleeping over at her aunt's house.
3. **Susan goes to Finland to work as a contractor for 14 months and she is paid by the Finnish embassy.**
4. Ishmael works for a company in Saudi Arabia and visits South Africa on a business trip for two months.

Please see page 5 study unit 1:

Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. The use of this broad concept makes it possible to identify tourism between countries as well as tourism within a country. 'Tourism' refers to all activities of visitors, including both 'tourists' (overnight visitors) and same-day visitors'. (www.world-tourism.org)

QUESTION 6

Transportation improvements, innovations by tour operators, changes in demand, greater availability of information and the development of new forms of holiday accommodation are all characteristics of which one of the following historical tourism periods?

1. Middle Ages' period
2. Renaissance' period
3. 'European Grand Tour' period
4. **'Post-war' period**

Please read page 17 in study unit 2

QUESTION 7

Which one of the following is a reason why measuring tourism is important?

1. **To understand its importance in terms of balance of payments with tourism as an invisible export that generates income**
2. To assist in understanding what type of human resource management is needed to reach the tourist
3. To help the tourism industry make assumptions about what type of action is needed for sustainability
4. To understand why tourism is significant in terms of the time dimension and degrees of travel

Please read page 8 study unit 1

To understand why and how significant it is for certain destinations, countries and regions in terms of the scale and value of the visitor.

= to understand how important it is for countries in terms of their balance of payments, as it is an invisible export that generates foreign currency and income.
= to assist the tourism industry and governments in planning for and in anticipating the type of infrastructure that is required for tourism to grow and prosper.
= to assist in understanding what type of marketing is needed to reach the tourist as a consumer, and what factors will influence tourists to visit a country or destination.
= to help the tourism industry in making decisions about what type of action is needed to develop tourism businesses and further development in this area.

QUESTION 8

Nadine is the head designer at a large architectural firm. She holds a very important position in the company and decides that a luxury skiing holiday in Europe will best portray her status. Which one of the following needs according to Maslow's hierarchy is she experiencing?

1. Physiological
2. Safety
3. **Esteem**
4. Self-actualisation

Please read page 23-24 study unit 3

QUESTION 9

Which one of the following kinds of travellers would travel on their own to a remote African country and stay there with locals?

1. Individual mass tourists
- 2. Explorer tourists**
3. Organised mass tourists
4. Drifter tourists

Please read study unit 3 page 27

QUESTION 10

10 Brand loyalty is one of the factors that influence a consumer's decision making behaviour. For example, Lerato has been to Europe with Contiki Tours and this is now her preferred tour wholesaler for leisure holidays. Which decision making factor does brand loyalty represent?

- 1. Product specific factors**
2. Demographic factors
3. Psychographic factors
4. Geographic factors

Please read study unit 3 page 28

GUIDELINES FOR COMPULSORY ASSIGNMENTS 02 AND 03

You have now had the opportunity to do your first assignment and could use the answers above to do self-assessment in determining where you were wrong and where you were correct. Apply what you have learnt in this process when you do your second and third assignments.

EXAMINATION FORMAT

The TWO-HOUR FILL-IN examination paper will consist of the following format:

SECTION A			
Answer <u>ALL</u> the questions in this section			
Question	Type	Marks	Total Marks
Question 1	Compulsory Multiple Choice Questions	20	20
SECTION B			
Answer any <u>TWO</u> of the three questions in this section			
Question	Type	Marks	Total Marks
Question 2	Written question	25	50
Question 3	Written question	25	
Question 4	Written question	25	
			70

SECTION A:

Section A comprises of **multiple choice** questions totalling 20 marks. You must answer **ALL** the questions in this section. These questions will cover all the work in your study guide from study unit 1 to 6.

SECTION B:

Section B consists of three 25 mark questions. You must answer any two (2) questions. Each question will consist of both short and long questions. Short questions will include name, define and describe type questions, long questions will include discuss and explain type questions. These questions can be asked from a combination of study units.

CONCLUDING REMARKS

Please note: you have to decide, well in advance of writing your examination, at which **examination centre** you want to write. Failing to do so could result in no paper being available for you at the examination centre when you arrive there. For more information please contact the examinations department.

Warm regards,

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