

TRT1501/202/1/2011

UNISA



STREPIESKODE  
BAR CODE

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

**Tourism Management 1 A  
TRT1501**

**Tutorial Letter: 202/2011  
1<sup>st</sup> Semester**

**Lecturer:  
Mrs L.T Nduna**

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1. ANSWERS TO ASSIGNMENT  
02 & SELF ASSESSMENT.
2. EXAMINATION GUIDELINES

**GENERAL COMMENTS**

Thank you to all the students that completed and submitted their assignments on time. Remember that Tutorial Letter 202 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 assignments given below as a way of measuring your own success and improving your answers (this is called self-assessment).

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

Please do not hesitate to contact us if you have any questions about the academic work and remember to do so well in advance of your exam date. We are always here to assist you as best we can.

*Good luck with your final preparations!*

**ANSWERS TO COMPULSORY ASSIGNMENT  
02 & SELF ASSESSMENT**

1 <sup>st</sup> SEMESTER		
TRT3018	Due Date	Unique Number
Assignment 02	11 April 2011	658274

**QUESTION 1**

- a. Tourism can be defined in many ways. Which of the following combinations of statements correctly describes tourism?
  - b. Tourism involves people who travel for leisure purposes as well as business purposes.
  - c. Tourism involves people who usually do not travel for more than one consecutive year.
  - d. Tourism involves people travelling from their homes to work on a daily basis.
  - e. Tourism involves people travelling to places outside their usual environment.
1. a, b, c
  2. b, c, d
  3. **a, b, d**

4. a, c, d

**The answer is 3 you can find the answer in the study guide study unit 1, page 5-6.**

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 2

Which activity is necessary to assist the tourism industry and governments in planning ahead in order to be able to foresee what type of infrastructure will be required for tourism growth?

1. Taking tourism statistics
2. **Measuring tourism**
3. Making important decisions
4. Measuring infrastructure

**The answer is 2 you can find this answer in the study guide, study unit 1, page 8 to page 9.**

Measuring tourism helps us to understand some of the problems that are present when planning for tourism and future growth scenarios.

There are five main reasons why measuring tourism is important (Page 2007:15; 18–19):

- = 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

The main ways of measuring tourists through surveys are as follows:

1 pre-travel studies of tourists' intended travel habits and likely choice of destination (international studies)

2 studies of tourists in transit to provide information on their actual behavior and plans for the remainder of their holiday or journey (actual and intended studies)

3 studies of tourists at the destination or at specific tourist attractions and sites, to provide information on their actual behavior, levels of satisfaction, impacts and future intentions (actual and intended studies)

4 post-travel studies of tourists on their return journey from their destination or on-site experience, or once they have returned to their place of residence (post-travel measures)

**QUESTION 3**

The European Grand Tour is one of the historical periods which had an impact on travel and tourism. Which statement below best describes this period?

1. There was a change in demand and information was easily accessible
2. There was an increase in demand and infrastructure improvements took place
3. Travel was mainly for education, pleasure and for cultural purposes which everyone could afford to take
4. Travel was mainly for education, pleasure and for cultural purposes which only the rich could afford to take

The answer is 4 you can find the answer in the study guide, study unit 2 page 17 in.

**QUESTION 4**

Gloria recently attended the Tourism Indaba in Durban and one of the exhibitors was Disney World. She was very impressed with the stand and especially the technology that was used to give the visitors a short virtual tour of what Disney World is like. After attending the Indaba, Nadine decided she wants to travel to Disney World for her next vacation. Which pull factor influenced Nadine's decision to travel to Disney World as described by the case scenario above?

1. Tertiary factors
2. Primary factor
3. Secondary factors
4. Quarterly factors

The answer is 1 you can find the answer in the study guide, study unit 3 pages 25.

- These include the way in which a destination is marketed
- prices in the destination and in the country of origin.

The discussion on travel motivation will provide some insight into the way in which individuals try to satisfy their needs through a travel experience. Travel motivation implies that some links are established between the push and the pull factors. For example, when an individual wants to relax, they may feel that a beach holiday will produce this feeling of relaxation but may have no specific place in mind yet. However, when a primary image is constructed, this means that a specific destination has come to mind which must mean that sufficient positive links between push and pull factors have been established. Therefore the individual makes a tentative decision to travel to the destination.

#### QUESTION 5

When a typical tourism supply chain is analysed, which one of the following components form part of the 'Package' link in the chain?

1. Transfer to accommodation
2. Flight to the destination
3. **Associated services**
4. Purchase a package holiday

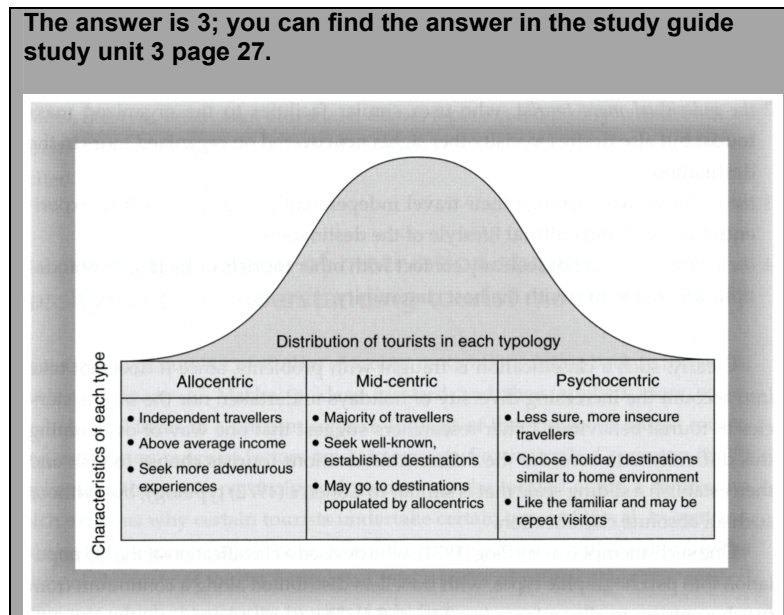
The answer is 3 you can find the answer in the study guide study unit 4, page 34 to page 41 in

### QUESTION 6

Nina lives in Johannesburg and is on her way to Cape Town for her annual December holiday. She is very familiar with the city and has travelled there every year since 2004. She loves the fact that she can go there to relax and have fun and she admits that Cape Town is her favourite destination. Furthermore, she dislikes travelling to places she is not familiar with and has never even considered travelling anywhere else in December. What type of traveller would you classify Nina to be?

1. Midcentric traveller
2. Allocentric traveller
3. **Psychocentric traveller**
4. Centercentric Traveller

The answer is 3; you can find the answer in the study guide study unit 3 page 27.





**QUESTION 7**

Snorkelling, wildlife watching, horseback riding and bicycle touring are all examples of which one of the following types of tourism:

1. Hard ecotourism
2. Hard adventure tourism
3. Soft ecotourism
4. **Soft adventure tourism**

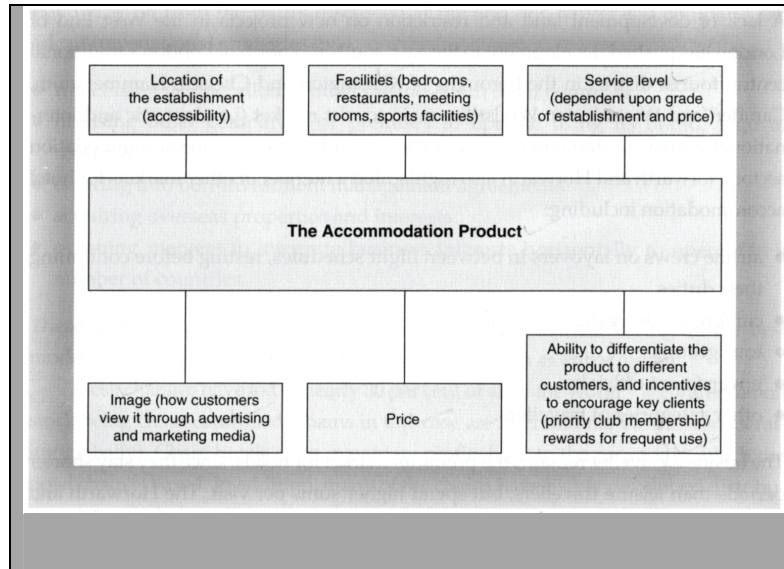
**The answer is 4 you can find the answer in the study guide study unit 4 Page 39.**

**QUESTION 8**

Which of the following combinations are all characteristic of accommodation as a product?

1. Location, image, quality, price
2. Location, incentives, quality, price
3. Location, management, image, incentives
4. **Location, image, facilities, service level**

**The answer is 4 you can find the answer in the study guide study unit 5 page 46-47.**



### QUESTION 9

Mr Francis visits the travel agency where you work on Monday morning. He is planning a trip to Knysna on the southern Coast of the Eastern Cape Province in South Africa and needs your advice on accommodation. When he travels he seeks unique experiences and he is a very trendy individual who collects and appreciates unique products. Which one of the following type of serviced accommodation would you recommend for Mr Francis?

1. **A boutique hotel**
2. A student hotel
3. A three star hotel
4. A small, family run hotel

**The answer is 1 you can find the answer in the study guide study unit 5, page 48.**

***The boutique hotel***

Boutique hotels are a new category of property in the hotel sector which has been described as townhouses or small styled properties that are fashion-conscious and are modelled on the concept of a 1960s clothing boutique, based on unique products and goods. Such properties defy conventional star ratings, their attraction being the consumer who seeks a unique experience, different to that provided by the conventional chain hotel.

1 <sup>st</sup> SEMESTER		
TRT3018	Due Date	Unique Number
Self assessment	Do not submit	

**SELF-ASSESSMENT EXERCISE 1:**

Refer to Study Unit 1 – 6 and indicate whether you think the following statements are TRUE or FALSE:

1 I am a tourist when I visit my family in a neighbouring province of my home country.

**Answer is True**

2 We need to understand how tourism is measured before we can begin to think about what the patterns and trends in tourism mean at a global level.

**The answer is True**

3 It has been suggested that the forerunner of the modern overseas holiday was the post-war tourism period.

**The answer is True.**

4 Since recreational travel is a physiological experience, the process whereby an individual seeks a travel experience begins with the consideration of his or her needs.

**The answer is True**

5 Explorers are the kind of travellers who would travel on their own to a remote African country and stay there with locals.

**The answer is True**

6 Brand loyalty does not influence a consumer's decision making behaviour.

**The answer is False**

7 Tourism is well suited to the original psychological concept of the supply chain.

**The answer is True**

8 Low levels of knowledge and skill is needed for soft adventure tourism.

**The answer is True**

9 The domestic growth in hotel chain activity in the accommodation sector illustrates the potential profitability in this market.

**The answer is False**

10 The only way that international tourists travel, is by air.

**The answer is True**

11 Tourism is an interlinked global concept that does not differ from one country to another.

**The answer is True**

12 Measuring tourism helps to understand some of the problems which planners and decision-makers need to address in planning for tourism and future growth scenarios.

**The answer is True**

13 Many of the current trends in tourism can be dated to the interwar-year period, particularly the rise in demand for holidays.

**The answer is False**

14 One of the primary “pull” factors that contribute to a destination’s attractiveness is entertainment.

**The answer is True**

15 A characteristic of mid-centric travellers include the tendency to seek well-known, established destinations.

**The answer is True**

16 Market segmentation concerns the way in which tourists behave in terms of their spending and their attitudes and values towards what they buy.

**The answer is True**

17 The provision of a service or product by a business to meet the visitors’ demand is known as tourism supply.

**The answer is True**

18 Transport enables the tourist to consume the products and experiences they have purchased.

**The answer is True**

19 Accommodation is the focal point for hosting guests and visitors and is often pre-purchased in a packaged holiday.

**The answer is True**

20 The use of private cars to transport residents, tourists, travellers and cargo is the most significant mode of surfaced-based transport in South Africa.

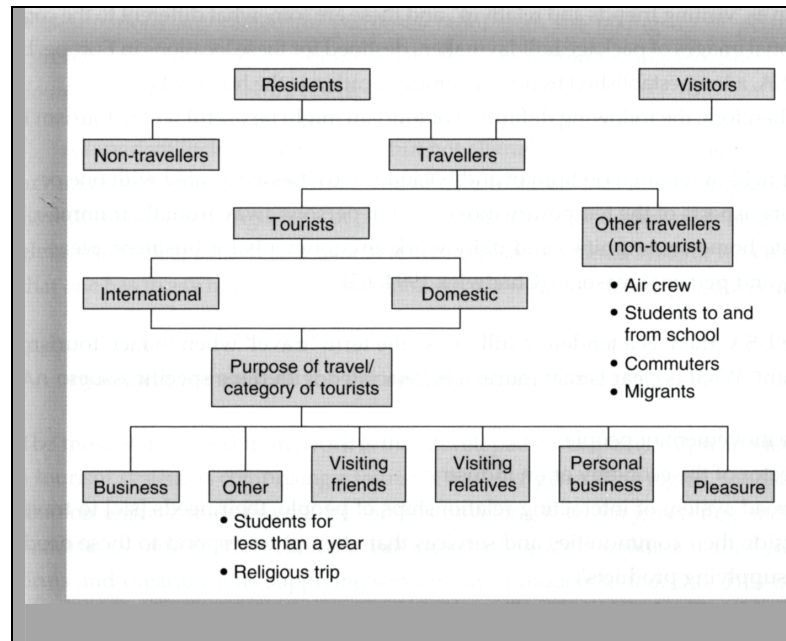
**The answer is True**

**PLEASE NOTE THAT YOU WILL NOT BE TESTED ON A TRUE/FALSE QUESTION THIS WAS JUST AN EXTRA EXERCISE.**

**SELF-ASSESSMENT EXERCISE2:**

(i) There have been numerous attempts to define tourism and in an attempt to overcome some of the problems that arose, the WTO produced guidelines for classifying of tourists. Give a schematic representation (draw a figure) of the classification of tourists. (13)

**The answer is on page 7 of the study guide study unit 1**



- (ii) Give three (3) main reasons why South Africa can be viewed as a predominantly “tourism receiving area”. (3)

**The answer is on page 7-8 of the study guide study unit 1**

For example, South Africa can be viewed as a predominantly tourism receiving area. The reason for this argument is based on a number of factors, such as the following:

1. South Africa is regarded as one of the most beautiful and diverse countries in the world and many tourists see it as a top international long-haul tourism destination.
2. Some of the major draw factors to South Africa are the warm climate, fauna and flora, diverse culture of the locals, modern cities and accommodation facilities, niche markets (like adventure tourism), significant

historical sites and a soft currency.

3. Many South Africans do not have the capacity and financial resources to travel abroad, thus creating less outbound tourists to other international destinations.

(iii) Name five (5) reasons why measuring tourism is important. (5)

**The answer is on page 8 of the study guide, study unit 1**

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.
2. 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.
3. 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
4. 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
5. 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

(iv) Name the four (4) main types of studies when measuring tourists through surveys. (4)

**The answer is on page 9 of the study guide, study unit 1.**

The main ways of measuring tourists through surveys are as follows:

1. Pre-travel studies of tourists' intended travel habits and likely choice of destination (international studies).
2. Studies of tourists in transit to provide information on



- their actual behavior and plans for the remainder of their holiday or journey (actual and intended studies)
3. studies of tourists at the destination or at specific tourist attractions and sites, to provide information on their actual behavior, levels of satisfaction, impacts and future intentions (actual and intended studies).
  4. post-travel studies of tourists on their return journey from their destination or on-site experience, or once they have returned to their place of residence (post-travel measures).

**TOTAL****[25]**

### 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	<b>20</b>

SECTION B			
Answer any <u>TWO</u> of the three questions in this section			
Question	Type	Marks	Total Marks
Question 2	Written question	25	<b>50</b>
Question 3	Written question	25	
Question 4	Written question	25	
			<b>70</b>



**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.

**SECTION B:**

Section B consists of three (3) 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.

Warm regards,

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