

TRT1501/101/3/2011



STREPIESKODE
BAR CODE

Department
**TRANSPORT ECONOMICS,
LOGISTICS AND TOURISM**

**Tourism Management 1A
TRT1501**

Tutorial Letter: **101/2011**

First and Second Semester

LECTURERS:

Ms U Fourie
Prof C Van Zyl

Dear Student,

PLEASE read this
tutorial letter urgently.

It contains very important
information regarding this
module.

Please make sure that you
read the whole document
thoroughly and carefully.

THANK YOU!



INDEX

- 1 GENERAL INFORMATION
- 2 COMMUNICATION WITH THE UNIVERSITY
- 3 STUDENT SUPPORT SYSTEM
- 4 TUTORIAL MATTER
- 5 ASSIGNMENT SYSTEM
- 6 COMPULSORY ASSIGNMENTS
- 7 EXAMINATIONS
- 8 SELF-ASSESSMENT EXERCISE
- 9 CONCLUDING REMARKS

ANNEXURE A: PURPOSE AND OUTCOMES OF THE MODULE

Dear Student

We have pleasure in welcoming you to the module on **Tourism Management 1A (TRT1501)** and trust that you will find your studies in this module interesting, stimulating and instructive.

1 GENERAL INFORMATION

This tutorial letter deals only with matters concerning the module on **Tourism Management 1A**. You will also receive a general tutorial letter (Tutorial Letter 301 TRLALLH/2011) which is sent to all undergraduate students in the Department of Transport Economics, Logistics and Tourism containing information on matters such as administration, communication with the University, examination admission, etc. Please read **Tutorial Letter 301** in combination with **Tutorial Letter 101** as it gives you a lot of important information that will help you to understand the administrative and academic systems of Unisa.

2 COMMUNICATION WITH THE UNIVERSITY

Administrative Queries

Contact addresses of the various **administrative** departments are included in the booklet ***My studies @ Unisa***, which you received with your tutorial matter. This booklet contains information on how to contact the University (for example, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).

All **administrative** queries relating to study material, tutorial letters, assignments, examinations etc, should be directed to the **Unisa Contact Centre (UCC)**. Enquiries will then be channelled to the respective, applicable Departments.

Always have your **student number** at hand when you call the University.

The **Unisa Contact Centre** details are as follows:

Tel – RSA:	086 167 0411
Tel – International:	+27 11 670 9000
Fax – RSA:	(012) 429 4150
Fax – International:	+27 12 429 4150
Email:	study-info@unisa.ac.za

Academic Queries

Your **lecturers'** contact details are as follows:

	Ms U. Fourie
	012 429-4603
	fouriu@unisa.ac.za

	Prof C. Van Zyl
	012 429-4027
	Vzylc@unisa.ac.za

Please take note that lecturers are here to assist you with your **academic** work. If you struggle with the work or any concepts or terms are unclear, please do not hesitate to contact the lecturers of the module. For **all other queries**, please phone the **Unisa Contact Centre (UCC)** or refer to ***My studies @ Unisa***.

Postal Address

The Unisa **postal address** is:

PO Box 392
UNISA
0003

Please use this address to post your assignments to the University (more information on the assignment system appears in section 4 of this tutorial letter).

3 STUDENT SUPPORT SYSTEM

For information on the various student support systems and services available at Unisa (e.g. student counselling, tutorial classes, language support), please consult the publication ***My studies @ Unisa***, which you received with your study material.

Contact with fellow students: Study groups

It is advisable to have contact with fellow students. One way to do this is to form study groups. The addresses of students in your area may be obtained from the following department:

Directorate: Student Administration and Registration
PO Box 392
UNISA
0003

Alternatively, please contact the Unisa Contact Centre at 0861 670 411.

Contact with fellow students: myUnisa

If you have access to a computer that is linked to the internet, you can quickly access resources and information at the university. The **myUnisa** learning management system is Unisa's online campus that will help you to communicate with your lecturers, with other students and with the administrative departments of Unisa – all through the computer and the internet.

To go to the **myUnisa** website, start at the main Unisa website, <http://www.unisa.ac.za>, and then click on the “Login to **myUnisa**” link on the right-hand side of the screen. This should take you to the **myUnisa** website. You can also go there directly by typing in <http://my.unisa.ac.za>.

Please consult the publication **My studies @ Unisa**, which you received with your study material, for more information on **myUnisa**.

4 TUTORIAL MATTER

The study material for **TRT1501** consists of the following:

- **Tutorial Letter 301** (general tutorial letter to all students in this Department containing important administrative information).
- **Tutorial Letter 101** (module specific tutorial letter, i.e. this document).
- The **study guide** for TRT1501.
- **THERE IS NO PRESCRIBED TEXTBOOK FOR TRT1501. You need only study your study guide and the tutorial letters.**
- Mark reading sheets (for your assignments).

The **Department of Despatch** will supply you with the above mentioned tutorial matter for this unit of study. Apart from Tutorial Letters 101 and 301, you will also receive other tutorial letters during the year/semester (**Tutorial Letter 201** and **Tutorial Letter 202**). These tutorial letters will not necessarily be available at the time of registration, but will be despatched to you as soon as they are available or needed (for instance, for feedback on assignments).

If you have access to the internet, you can view or download and print the study guides and tutorial letters for the modules for which you are registered on the university's online campus, *myUnisa*, at <http://my.unisa.ac.za>.

Inventory Letter

At the time of registration, you will receive an **inventory letter** that will tell you what you have received in your study package and also show items that are still outstanding. Check the study material that you have received against the inventory letter. You should have received all the items listed in the inventory, unless there is a statement like "out of stock" or "not available". If any item is missing, follow the instructions on the back of the inventory letter without delay.

PLEASE NOTE: If some of your tutorial matter was not available when you registered, it will be posted to you as soon as possible. However, it is **your responsibility** to follow up on this matter and enquiries must be directed to the **Department of Despatch** via the UNISA Contact Centre (UCC).

Take note: **ALL TUTORIAL LETTERS CAN BE DOWNLOADED FROM *myUnisa***. Also see the also booklet entitled ***My studies @ Unisa*** on what to do. Your lecturers **cannot** help you with missing study material and please **do not delay** in finding out where your study material is – this could have a very negative effect on the outcome of your studies in this module.

5 ASSIGNMENT SYSTEM

You have to complete **two (2) compulsory assignments** in this semester for TRT1501 to fully benefit your learning process.

Your mark for the **first** compulsory assignment will contribute **5%** and your mark for the **second** compulsory assignment will contribute **5%** and together these two (2) compulsory assignments will contribute **10%** towards your **final** mark for the module. This will be your **semester mark**.

Your **examination mark** will contribute **90%** towards your **final mark** for the module, which makes up the total of **100%**.

Therefore, your final mark will be calculated as follows:

TRT1501	Weight
Assignment 01:	5%
Assignment 02:	5%
Examination:	90%
TOTAL:	100%

Furthermore, you have to achieve a **subminimum** of **40%** in the examination for your semester mark to count towards your final mark. In other words, if your semester mark is 60% but your examination mark is only 35%, your final mark will be 35%.

Your first compulsory assignment will be required in order to obtain **admission to the examination**. Admission will be obtained by submitting the compulsory assignment and not by the marks you obtain for it. Just remember that the mark you achieve will contribute towards your semester mark (as explained above).

Please ensure that your assignments reaches the University before the due date – late submission of the assignments will result in you **not** being admitted to the examination! Also take note of the fact that lecturers **CANNOT** under any circumstances grant extension on submissions.

If there is a delay in your study material reaching you, it is **your own responsibility** to follow it up with the University by phoning the **Unisa Contact Centre**. Don't wait until one week before the due date of your assignments to contact the **Despatch Department**. Make sure that you receive all you study material on time!

Multiple Choice Assignments

The two (2) compulsory assignments for TRT1501 are made up of **multiple choice questions** and must be answered on a mark reading sheet. These assignments have **unique assignment numbers** for the computer. The number contains information on the course code and assignment number. When the computer reads the mark reading sheer with, say, the unique number 123456, it “knows” that it is the first assignment for TRT1501 in the first semester (example only). Mark reading sheets are read into the computer immediately when they are received at Unisa and are marked by the computer on the due date.

The **due date** is the date on which the assignment **must be** at Unisa and **not** the date on which you post or submit it. Be sure to plan for possible delays in the post! You may submit the assignments either by post or electronically via **myUnisa**, but assignments may **not** be submitted by fax or email.

For detailed information and requirements as far as submission of assignments are concerned, please refer to **My studies @ Unisa** that you received with your study material.

VERY IMPORTANT: If you send your assignments by post, please make sure that you make a copy of every assignment that you send in to the University and record the date that you did so. It does unfortunately happen that assignments sometimes get lost in the post and you will be required to prove on which day you submitted your assignment if this is ever the case.

After the due date for each assignment, all registered students will receive the solutions, or guidelines for solutions to, or a discussion of the assignment in the form of **Tutorial Letter 201** and **Tutorial Letter 202**. If you do **not** receive these tutorial letters in the post, it is **YOUR** responsibility to follow up with **Department Despatch** or download it directly from **myUnisa**. The due dates for the submission of the compulsory assignments for both semesters are as follows:

1 st SEMESTER 2011			
Course Code: TRT1501			
Assignment 01		Assignment 02	
Due Date	Unique Number	Due Date	Unique Number
14/03/2011	756523	11/04/2011	658274

2 nd SEMESTER 2011			
Course Code: TRT1501			
Assignment 01		Assignment 02	
Due Date	Unique Number	Due Date	Unique Number
22/08/2011	830619	12/09/2011	849604

Submission of Assignments

For detailed instructions on how to use the mark reading sheets to answer multiple choice questions, refer to ***My studies @ Unisa***, which you received with your tutorial matter. Read these instructions carefully and follow them exactly to avoid making mistakes. You can also submit your multiple choice assignment online via ***myUnisa*** and the process is briefly explained below.

Very important:

- Work carefully through the relevant study material before you tackle the assignments.
- Work out your answers on a separate piece of paper before you complete the mark reading sheet.

Remember:

- You have an option between **[1], [2], [3] or [4]**
- There is only **one (1)** correct answer to each question.
- Only **one (1)** mark reading sheet per assignment may be used.
- Colour in the **correct** block with an HB pencil.
- Fill in your **student number** correctly.
- Fill in the **unique assignment number** correctly.
- Send **only** your mark reading sheet to the Assignment Division in the appropriate envelope. You do not have to complete an assignment cover.
- Make sure that you have enough mark reading sheets.

Do not:

- **Do not** make more than one mark per question.
- **Do not** tear or fold the mark reading sheet.
- **Do not** staple the mark reading sheet to another piece of paper.
- **Do not** colour outside the block.

- **Do not** colour in the blocks with a pen.
- **Do not** make corrections with Tipp-Ex.
- **Do not** submit answers on a written sheet of paper.
- **Do not** try to repair a torn mark reading sheet with sticky tape – use another one.

Submission of assignments via myUnisa

If you access this website for the first time to submit your assignment you will be required to complete a join procedure and allocate yourself a password. Note that you cannot join **myUnisa** without a functional and valid email address. Make sure that you verify all your details carefully when you complete the join procedure. Refer to **Tutorial Letter 301 TRALLH/2011** and **My studies @ Unisa** for detailed information how to join **myUnisa** as well as how to submit your assignments online. When you submit your assignment online, you have to:

- Log in with your student number and password.
- Select the module from the orange bar.
- Click on assignments in the left menu.
- Click on the assignment number you want to submit.
- Follow the instructions.

PLEASE NOTE: ALL enquiries about assignments must be directed to the Unisa Contact Centre only and not to lecturers.

Feedback on Assignments

You will receive the correct answers automatically for multiple-choice questions. These tutorial letters will be posted to you and will also be available on **myUnisa** to download.

However, feedback on compulsory assignments **will be sent to all students registered for this module**, and not only to those students who submitted the assignments. The tutorial letter number will be **201, 202**, etc. As soon as you have received the feedback, please check your answers. The assignments and the feedback on these assignments constitute an important part of your learning and should help you to be better prepared for the next assignment and the examination.

The feedback on the self-assessment exercise will be included in Tutorial Letter 202. This will enable you to mark your assignment as soon as you have completed it. For more on the self-assessment exercise, please go to Section 8 in this tutorial letter.

6 COMPULSORY ASSIGNMENTS

In order to do the compulsory assignments you need to use only your official study material for TRT1501. It is not necessary to consult any other sources.

1 st SEMESTER		
TRT1501	Due Date	Unique Number
Assignment 01	14 March 2011	756523

Read Tutorial Letter 101 for Tourism Management 1A (TRT1501) and answer the questions that follow:

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

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

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*

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

Refer to your study guide for TRT1501 and answer the questions that follow:

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

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

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

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

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

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

1 st SEMESTER		
TRT1501	Due Date	Unique Number
Assignment 02	11 April 2011	658274

Refer to your study guide for TRT1501 and answer the questions that follow:

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

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

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

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

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

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

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

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

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

10. After Spain won the FIFA World Cup in 2010 in South Africa, Lesedi decides to book a tour to Spain to see what the country is like. She booked everything, accommodation, flight, and transfers, at the *Fly Away* Tour Operators near her home in Soweto, which she found convenient and affordable. She will be flying on the 20th of December 2011 to Madrid and is very excited. What type of a tour has Lesedi purchased?

1. Special tour
2. Inclusive tour
3. Exclusive tour
4. Discounted tour

2 nd SEMESTER		
TRT1501	Due Date	Unique Number
Assignment 01	22 August 2011	830619

Read Tutorial Letter 101 for Tourism Management 1A (TRT1501) and answer the questions that follow:

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

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

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*

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

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

Refer to your study guide for TRT1501 and answer the questions that follow:

5 Which one of the following is not an example of why tourism assumes an important role in our lives as well as globally?

1. Technology such as the Internet has made booking travel-related products easy and accessible
2. In some more developed countries, tourism is being advocated as a possible solution to poverty
3. Tourism is a discretionary activity and yields growth rates in excess of the rate of economic growth for many countries.
4. Tourism is increasingly becoming associated with quality of life issues, providing a context for relaxation.

6 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. Making important decisions
3. Measuring infrastructure
4. Measuring tourism

7 Travelling in pursuit of culture, education and pleasure, travelling to expand the human mind as a result of developments in philosophy and an emergence of interest in landscape and scenery viewing are all characteristics of which one of the following historical tourism periods?

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

8. Audrey 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

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

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

10 Lifestyle is one of the factors that influence a consumer's decision making behaviour. For example, Ntombi is a beautician at a health spa and works on Saturdays and Sundays, but is off on Mondays and Tuesdays. She can therefore rarely travel over weekends. Which decision making factor does lifestyle represent?

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

2nd SEMESTER		
TRT1501	Due Date	Unique Number
Assignment 02	12 September 2011	849604

Refer to your study guide for TRT1501 and answer the questions that follow:

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

2 According to the World Tourism Organization (WTO) classification of tourists, which one of the following classifications are correct?

1. 'Travellers' can be either 'Tourists' or 'Non-tourists'
2. 'Visitors' can be either 'Travellers' or 'Non-travellers'
3. 'Tourists' can be either 'Visitors' or 'Travellers'
4. 'Residents' can be either 'Visitors' or 'Tourists'

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

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

1. Meta-centric tourists
3. Allocentric tourists
2. Psychocentric tourists
4. Mid-centric tourists

5. Lida is the secretary and personal assistant to the manager of a large building contracting firm. Her boss wants her to identify possible holiday destinations for his family based on the characteristics of the travel destinations, products and services that would best provide for their needs. Which one of the following sets of examples represents the secondary factors of attractiveness of the destination?

1. The Blue Train, beaches of Mauritius, Blood River in Kwa-Zulu Natal
2. The Palace of the Lost City at Sun City, Moyo restaurant at Melrose Arch, the FIFA World Cup 2010
3. Victoria Falls, Cape Town and Table Mountain, Rhapsody cruise ship
4. Kruger National Park, cherry blossoms in Japan, Times Square in New York

6. When the elements of the supply of tourism services by businesses are analysed, which one of the following combinations are correct?

3. Entertainment facilities, past travel experiences, discretionary income, reception services
4. Entertainment facilities, travel preferences, tourism resources, tourism infrastructure.
1. Receptive facilities, travel preferences, tourism resources, discretionary income
2. Receptive facilities, tourism infrastructure, reception services, tourism resources

7. Which one of the following is not characteristic of the role of transport in tourist travel?

1. It may be an attraction in its own right for example a cruise ship or a trip on the Orient Express
2. It facilitates the consumption of products and experiences purchased in advance
3. It enables tourist travel within the destination and facilitates the tourist trip to the destination
4. It links the elements of supply by starting at the destination area going to the origin area

8 Mr Mavunda 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 student hotel
2. A boutique hotel
3. A small, family run hotel
4. A three star hotel

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

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

10 After Spain won the FIFA World Cup in 2010 in South Africa, Lesedi decides to book a tour to Spain to see what the country is like. She booked everything, accommodation, flight, and transfers, at the *Fly Away* Tour Operators near her home in Soweto, which she found convenient and affordable. She will be flying on the 20th of December 2011 to Madrid and is very excited. What type of a tour has Lesedi purchased?

1. Special tour
2. Exclusive tour
3. Inclusive tour
4. Discounted tour

7 EXAMINATIONS

This module is offered in a semester period of 15 weeks. This means that if you are registered for the first semester, you will write the examination in **May/June 2011** and the supplementary examination will be written in October/November 2011. If you are registered for the second semester, you will write the examination in **October/November 2011** and the supplementary examination will be written in May/June 2012. During the semester, the **Examination Section** will provide you with information regarding the examination in general, examination venues, examination dates and examination times.

Previous examination papers are available to students on **myUnisa**. We advise you, however, not to focus on old examination papers only as the content of modules and therefore examination papers changes from year to year. You may, however, accept that the type of questions that will be asked in the examination will be similar to those asked in the activities in your study guide and in the assignments.

Format of the Examination Paper

The examination paper for this module consists of a **two (2) hour fill-in** question paper with a total of **70 marks**. The format is explained below:

<u>SECTION A: Compulsory Multiple Choice Questions</u> You must answer <u>ALL</u> the questions in this section		
Question Number	Marks awarded	Total Marks for Section A:
Question 1 Consists of 20 multiple choice questions (Refer to your compulsory assignments for examples of the type of questions that can be asked in this section)	1 mark for each correct answer	20

<u>SECTION B: Written Long Questions with Sub-divisions</u> You must answer <u>ANY TWO (2)</u> of the three questions in this section. If this instruction is disregarded and all three (3) of the long questions are answered, only the first two (2) that you answered will be marked. You will not be benefited in any way if you do this!		
Question Number	Marks awarded	Total Marks for Section B:
Question 2 Written question	25	50
Question 3 Written question	25	
Question 4 Written question	25	
TOTAL MARKS FOR THE EXAM:		70

Hints and Tips for the Exam

When answering an examination paper, there are some useful tips to keep in mind. The following list should assist you when answering the examination paper:

- 1 On the day of your exam, the first thing that you should do is to read the paper through carefully! Make sure that you familiarize yourself with all of the questions asked, as well as the time allowed for the paper [in this case, two (2) hours].
- 2 When answering a question, look at how many marks are being awarded for the answer. This should indicate to you how many facts the answer should contain.
- 3 Remember, time is precious! Don't waste time by re-writing the question from your exam paper in your answering book.
- 4 Make sure that you number your questions correctly and clearly in your answering book.
- 5 Please draw a circle around the number of the long questions that you have answered on the cover page of your answering book. **DO NOT** write the sub-questions for each main question on the cover page.
- 6 **Please write as neat and legibly as possible!**
- 7 When you have to "Name" say for example three (3) facts, you are allowed to make use of bullets, for example:
 - The economic impact of tourism
 - The social impact of tourism
 - The environmental impact of tourism

- 8 In Section B, when asked to “Briefly discuss/explain/describe”, you are required to make use of full sentences in your answer. If the question counts three (3) marks, don’t write three paragraphs! Discuss the three correct facts briefly.
- 9 In Section B it is very important that you discuss what is asked in paragraph format and in as much detail as possible. Avoid repeating yourself unnecessarily as this wastes time. Make sure that you discuss the correct facts in a correct manner in order to achieve the highest mark possible!
- 10 More hints and tips will be given in Tutorial Letter 201 which you will receive later in the semester.

8 SELF-ASSESSMENT EXERCISE

The purpose of the self-assessment exercise is to assist you in your preparation for the examination.

The self-assessment exercise consists of two parts: The first part consists of a set of **TRUE or FALSE** questions that covers all content for TRT1501. Study the content of each study unit and then answer the questions that follow.

The second part contains a typical long question taken from a previous examination paper. Answer this question after you have followed all the instructions in the study guide and have learned all the work. **Please note that this question could be repeated in the upcoming exam.**

The solutions to these questions will be given to you in the follow up tutorial letters that you will receive after the due date for the compulsory assignment (i.e. **Tutorial Letter 201** and **Tutorial Letter 202**). **Please make sure that you have all these tutorial letters as they contain important information that you have to use in preparation for the exam that you will write for this module.**

It is in your own interest to answer this self-assessment exercise. Please take note that the answers to the self-assessment exercise **must not be submitted to your lecturers** but should be used as a way to assess your own progress and understanding of the work.

PLEASE NOTE: The questions for self-assessment are **not the only work that should be studied** for the examination and is meant to be a part of your total preparation for your upcoming examination.

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

- 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.
- 5 Explorers are the kind of travellers who would travel on their own to a remote African country and stay there with locals.
- 6 Brand loyalty does not influence a consumer's decision making behaviour.
- 7 Tourism is well suited to the original psychological concept of the supply chain.
- 8 Low levels of knowledge and skill is needed for soft adventure tourism.
- 9 The domestic growth in hotel chain activity in the accommodation sector illustrates the potential profitability in this market.
- 10 The only way that international tourists travel, is by air.
- 11 Tourism is an interlinked global concept that does not differ from one country to another.
- 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.
- 13 Many of the current trends in tourism can be dated to the interwar-year period, particularly the rise in demand for holidays.
- 14 One of the primary "pull" factors that contributes to a destination's attractiveness, is entertainment.
- 15 A characteristic of mid-centric travellers include the tendency to seek well-known, established destinations.

- 16 Market segmentation concerns the way in which tourists behave in terms of their spending and their attitudes and values towards what they buy.
- 17 The provision of a service or product by a business to meet the visitors' demand, is known as tourism supply.
- 18 Transport enables the tourist to consume the products and experiences they have purchased.
- 19 Accommodation is the focal point for hosting guests and visitors and is often pre-purchased in a packaged holiday.
- 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.

SELF-ASSESSMENT EXERCISE 2:

- (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)**
- (ii) Give three (3) main **reasons** why South Africa can be viewed as a predominantly "**tourism receiving area**". **(3)**
- (iii) Name five (5) **reasons** why **measuring** tourism is important. **(5)**
- (iv) Name the four (4) main **types of studies** when measuring tourists through surveys. **(4)**
- [25]**

9 CONCLUDING REMARKS

We trust that you will enjoy your studies in **Tourism Management 1A** and that you will be able to use your knowledge to make a positive contribution towards applying the theory in practice. Please contact us should you experience any problems with your studies. The lecturers at the Department of Transport Economics, Logistics and Tourism are always at your service.

Here's wishing you a successful semester.

Yours sincerely

Ms U. Fourie

Prof C. Van Zyl

DEPT TRANSPORT ECONOMICS, LOGISTICS AND TOURISM

ANNEXURE A**PURPOSE OF THE MODULE**

The purpose of this learning unit is to equip learners with a fundamental knowledge base of the tourism industry in terms of the structure, component activities and operating environment thereof. Qualifying students will have the ability to demonstrate an understanding of the main concepts, principals and theories relating to the tourism industry as a system within a broad context and in relation to society. This module is also foundational in nature by creating a solid knowledge base necessary to articulate to Tourism Management 1B (TRT1601).

OUTCOMES FOR THE MODULE***Specific outcome 1:***

Define basic concepts relating to the tourism industry, in terms of their past and present functioning and development.

Specific outcome 2:

Describe the functioning of the basic economic principle, namely supply-and-demand, within the context of the tourism industry.

Specific outcome 3:

Describe the functioning, relevance and importance of the main sub sectors of the tourism industry.