INSTRUCTIONS TO CANDIDATES:

- This is a closed book assessment.
- Question 1 (multiple choice) must be answered in the answer book provided.
- Read the questions carefully and answer only what is asked.
- Number your answers clearly.
- Write neatly and legibly.
- Structure your answers by using appropriate headings and sub-headings.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.
QUESTION 2

2.1 Name and briefly discuss any four (4) barriers to tourism growth that South Africa currently faces. (8)

2.2 Briefly explain what is meant by the term ‘sector’ and further provide one (1) example of an economic and a social sector. (3)

2.3 Name and briefly discuss the two (2) types of government involvement in planning. (4)

2.4 Provide a brief outline of the general structure of government levels ultimately responsible for the development of tourism in South Africa. (6)

2.5 Briefly discuss what the main focus of Local Economic Development (LED) is and how it can be linked to Spatial Development Initiatives. (3)

2.6 What is the role of Carrying Capacity in minimising tourism impacts? (1)

QUESTION 3

ANSWER ANY TWO (2) OF THE FOLLOWING QUESTIONS:

3.1 Discuss the importance of domestic tourism within the context of the global and local tourism economy with specific reference to what the Domestic Tourism Strategy has to say about domestic tourism. Your answer should refer to the following aspects:

- The characteristics of domestic tourists.
- The importance of domestic tourism to South Africa’s tourism sector.
- The need to increase domestic tourism expenditure, volume, length of stay, and geographical spread.
- The need to decrease seasonality.
- Planned actions for addressing these issues.
- The 5 critical domestic market segments. (25)

3.2 Discuss the planning that goes into theme park development, with specific reference to Disneyland as a tourism destination and the successes and challenges which they faced in its development in comparison to other theme parks that failed. Your answer should refer to the following aspects:

- The size and scale of the Theme park industry.
- The birth of the theme park concept.
- Disneyland’s location, cost, transport links, proximity to other attractions, potential new markets, their marketing efforts, how they have survived for so long.
- Theme park failures: American Adventure and Splendid China. (25)

...Cont...
3.3 Discuss the *Maputo Development Corridor (MDC) SDI* with specific reference to the following aspects:

- What SDIs are, with brief reference to their principles and strategies.
- The significance of the MDC catchment area.
- Problems/challenges identified in the area that the SDI sought to solve.
- Examples of how the SDI solved some of these problems – i.e. projects that were completed.
- Whether the SDI was successful and why/why not.
- How LED (Local Economic Development) was connected to the SDI.

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*Total: [100]*