

UNIVERSITY OF SWAZILAND
DEPARTMENT OF BUSINESS ADMINISTRATION
SECOND SEMESTER EXAMINATION MAY 2016

TITLE OF COURSE: INTRODUCTION TO TOURISM (BA 325)

DEGREE AND YEAR: BACHELOR OF COMMERCE YEAR 3

TIME ALLOWED: THREE (3) HOURS

- INSTRUCTIONS:**
- 1. TOTAL NUMBER OF QUESTIONS ON THE PAPER IS 5**
 - 2. ANSWER QUESTION 1 IN SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B**
 - 3. MARKS AWARDED ARE INDICATED AT THE END OF EACH QUESTION**
 - 4. MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH LANGUAGE AND FOR ORDERLY PRESENTATION OF YOUR WORK**

SPECIAL REQUIREMENTS: NONE

THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.

INSTRUCTIONS

ANSWER SECTION A AND ANY THREE (3) QUESTIONS FROM SECTION B.

SECTION A: (COMPULSORY)

QUESTION 1: QATAR WORLD CUP 2022

The **2022 FIFA World Cup** is scheduled to be the 22nd edition of the FIFA World Cup, the quadrennial international men's football championship contested by the national teams of the member associations of FIFA. It is scheduled to take place in Qatar in 2022. Qatar would be the first Arab country to host the World Cup and this would be the first time the World Cup would be held in the Middle East region. The format has not been announced, but under the current format, the tournament would involve 32 national teams, including the host nation. This will mark the first World Cup not to be held in June or July, the tournament is instead scheduled for late November. It is to be played in a reduced timeframe of around 28 days, with the final being held on 18 December 2022, which is also Qatar's National Day.

Accusations of corruption have been made relating to how Qatar won the right to host the event. FIFA completed a lengthy investigation into these allegations and a report cleared Qatar of any wrongdoing, but the chief investigator Michael Garcia has since described FIFA's report on his inquiry as "materially incomplete and erroneous." On May 27, 2015, Swiss federal prosecutors opened an investigation into corruption and money laundering related to the awarding of the 2018 and 2022 World Cups. On 7 June 2015, it was announced that Qatar would possibly no longer be eligible to host the event, if evidence of bribery was proven. According to Domenico Scala, the head of FIFA's Audit and Compliance Committee: "Should there be evidence that the awards to Qatar came only because of bought votes, then the awards could be cancelled."

Host Selection

The bidding procedure to host the 2018 and 2022 FIFA World Cups began in January 2009, and national associations had until 2 February 2009 to register their interest. Initially, eleven bids were made for the 2018 FIFA World Cup, but Mexico later withdrew from proceedings, and Indonesia's bid was rejected by FIFA in February 2010 after the Indonesian Football Association failed to submit a letter of Indonesian government guarantee to support the bid. Indonesian officials had not ruled out a bid for the 2026 FIFA World Cup, until Qatar took the 2022 cup. During the bidding process, all non-UEFA nations gradually withdrew from the 2018 bids, thus making the UEFA nations ineligible for the 2022 bid. In the end, there were five bids for the 2022 FIFA World Cup: Australia, Japan, Qatar, South Korea and the United States. The twenty-two member FIFA Executive Committee convened in Zurich on 2 December 2010 to vote to select the hosts of both tournaments. Two FIFA EXCO members were suspended before the vote in relation to allegations of corruption regarding their votes. The decision to host the 2022 World Cup in Qatar, which was graded as having "high operational risk," generated criticism from media commentators, LGBT rights groups and American, Australian, and British officials.

Qatar is the smallest nation by area ever to have been awarded a FIFA World Cup – the next smallest by area is Switzerland, host of the 1954 FIFA World Cup, which is more than three times as large as Qatar and only needed to host 16 teams instead of the current 32. On current population, Qatar would be the smallest host country by population – Uruguay had a population of 1.9 million when it hosted the 1930 World Cup, more than Qatar's 2013 population of 1.7 million. However, the Qatar Statistical Authority predicts that the total population of Qatar could reach 2.8 million by 2020.

Venues

The first five proposed venues for the World Cup were unveiled at the beginning of March 2010. The stadiums aim to employ cooling technology capable of reducing temperatures within the stadium by up to 20 °C (36 °F), and the upper tiers of the stadiums will be disassembled after the World Cup and donated to countries with less developed sports infrastructure. All of the five stadium projects launched have been designed by German architect Albert Speer & Partners. Leading football clubs in Europe wanted the World Cup to take place from 28 April to 29 May rather than the typical June and July staging, due to concerns about the heat. Qatar's climate is characterized by a mild winter but summer temperatures can reach 50°C. A report released on 9 December 2010 quoted FIFA President Sepp Blatter as stating that other nations could host some matches during the World Cup. However, no specific countries were named in the report. Blatter added that any such decision must be taken by Qatar first and then endorsed by FIFA's executive committee. Prince Ali bin Al Hussein of Jordan told the Australian Associated Press that holding games in Bahrain, United Arab Emirates, and possibly Saudi Arabia would help to incorporate the people of the region during the tournament. According to a report released in April 2013 by Merrill Lynch, the investment banking division of Bank of America, the organizers in Qatar have requested FIFA to approve a smaller number of stadiums due to the growing costs. Bloomberg.com said that Qatar wishes to cut the number of venues to 8 or 9 from the 12 originally planned.

Construction

Qatar has a few years to prepare but of the 12 stadiums planned, 9 do not exist and 3 need major renovation. 10 of the 12 stadiums will be located within a radius of just 20 miles in and around the capital city of Doha which has a population of only 1.5 million. Currently, Qatar also lacks the required number of hotel rooms to accommodate around 400,000 World Cup fans. Qatar has one major airport and needs to improve its road, train and metro infrastructure. The total investment is estimated to be £140 billion.

Visiting supporters

The first football World Cup in an Arab country will be a very new experience for fans. At the moment the few bars and nightclubs in Qatar operate only in expensive hotels and clubs as it is illegal to drink alcohol in public areas. Qatar hopes that the experience will be a sports tourism event to be remembered.

QUESTION 1

Discuss the major tourism impacts that are likely to occur when Qatar hosts the football World Cup in 2022.

TOTAL: 25 MARKS

SECTION B

INSTRUCTIONS

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION 2

- a. Discuss the secondary aspects of tourism giving an example in each case. (15)**
- b. Briefly highlight the trends in the future of tourism. (10)**

TOTAL: 25 MARKS

QUESTION 3

- a. Briefly explain the categories of tourists that were developed by Pearce. (15)**
- b. Define tourism. Briefly discuss the basic approaches to the study of tourism. (10)**

TOTAL: 25 MARKS

QUESTION 4

- a. Discuss the macro environmental factors that can have an impact on tourism. (15)**
- b. Explain the five ways in which tourism attractions can be classified. (10)**

TOTAL: 25 MARKS

QUESTION 5

- a. Discuss the tourism system according to Laws. (15)**
- b. Briefly discuss five environmental impacts of tourism. (10)**

TOTAL: 25 MARKS