

**UNIVERSITY OF SWAZILAND**  
**DEPARTMENT OF BUSINESS ADMINISTRATION**  
**SUPPLEMENTARY EXAMINATION JULY 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: THE SILL: NATIONAL LANDSCAPE DISCOVERY CENTRE**

##### **Northumberland**

Northumberland is England's most northern county, a magical place filled with ancient buildings, rolling hills, rugged moorland and friendly little towns and villages. Northumberland's coast offers dramatic views, sandy beaches and an abundance of wildlife.

Northumberland also has its own National Park which covers approximately 400 square miles of protected landscape with breath-taking views, crystal clear streams and rich wildlife havens. The National Park is free for everyone to enjoy and includes Hadrian's Wall, a UNESCO World Heritage Site. The National Park also includes the picturesque valley of the North Tyne River and the Cheviot Hills.

##### **Some facts and figures:**

14.5 million day tourists visit Northumberland annually

70% of the tourists visit between April and September

70% of the tourists arrive by car

The Sill is a bold, ambitious project that will transform how people of all ages understand and explore the landscapes, history, culture and heritage of Northumberland and the wider North East. A major purpose of The Sill is to enable the landscapes of Northumberland National Park and surrounding Areas of Outstanding Natural Beauty to be opened up to even more people, including children, families, older people, disabled people and those who are less confident at exploring natural places.

But The Sill will be far more than simply a visitor destination. It will create a gateway from which extensive learning and research activities will be provided and become a leading education facility for landscape, conservation, countryside management, leisure, and tourism skills. A comprehensive new *activity program* will inspire people to celebrate, value and conserve Northumberland's unique natural and cultural features.

The Sill will deliver *substantial economic benefits* to the area too - including a Rural Growth Hub to support twenty rural enterprises and a range of opportunities for local businesses - ensuring an impact in Northumberland and beyond for many years to come.

The Sill will be built on the site of our existing visitor center and YHA hostel adjacent to the UNESCO World Heritage Site of Hadrian's Wall.

## **The Sill Project**

Northumberland National Park Authority (NNPA) has formed an exciting partnership with the Youth Hostel Association (YHA) to develop a new combined Youth Hostel and National Park Visitor Centre in one building on Hadrian's Wall to be known as The Sill. The staff working for the YHA and NNPA will be able to share many of the center's equipment and facilities as well as sharing the running costs. The Sill will also include a cafe, public meeting rooms and a retail area for local arts and crafts and food produce.

The project which is expected to cost in the region of £10m is to be funded by the Heritage Lottery Fund and other external organizations. The Sill will be built from local materials including different types of stone and timber sourced from across the National Park. The project will provide training opportunities for local businesses during the development phase. Solar panels and an insulating grassed roof on the building will help to reduce energy costs.

The NNPA and YHA have consulted local communities and many organizations in the planning of the Sill Project, including:

- Northumberland University
- Hadrian's Wall Heritage
- The National Trust
- Natural England
- English Heritage
- Northumberland Tourism
- Northumberland County Council.

***Our vision*** is for Northumberland's exceptional landscapes to be enjoyed by as many people as possible, and to provide the opportunity for people to explore, understand and nurture these landscapes and the places, heritage and wildlife that interact with them. That is why Northumberland is the natural home for **The Sill: National Landscape Discovery Centre**.

The Sill is a once in a lifetime opportunity to turn a national spotlight onto the vital importance of landscape to our nation's health, wealth and well-being; to stimulate and nurture the next generation of landscape enthusiasts; to open up access to the countryside to everyone; and to ensure that these last wild places - and the communities within them - continue to thrive.

The total costs for The Sill - both capital and revenue over five years - will be **£14.2 million**. To date, more than **£12 million** has been secured towards the project's capital and revenue costs. We are proud to say that The Sill has been awarded nearly £8 million from the Heritage Lottery Fund (HLF). *This is the highest HLF grant ever awarded to a national park.*

To realize the incredible potential of The Sill and build Britain's first dedicated National Landscape Discovery Centre will require an additional **£2.2 million**.

## **QUESTION 1**

Discuss the major tourism impacts that are likely to occur at Northumberland. (25)

**SECTION B**

**INSTRUCTIONS**

**ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

**QUESTION 2**

- a. **Discuss the tourism strategic issues management process. (15)**
- b. **Briefly discuss the five types of food and beverage providers. (10)**

**TOTAL: 25 MARKS**

**QUESTION 3**

- a. **Discuss five elements of the tourism system. (15)**
- b. **Define a tourist. Briefly explain why some people decide not to travel. (10)**

**TOTAL: 25 MARKS**

**QUESTION 4**

- a. **Discuss the economic impacts of tourism. (15)**
- b. **Discuss ten external factors that affect tourism. (10)**

**TOTAL: 25 MARKS**

**QUESTION 5**

- a. **Discuss the tourism system according to Leiper. (15)**
- b. **Briefly discuss the five main sectors of tourism. (10)**

**TOTAL: 25 MARKS**