



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION : BACHELOR DEGREE IN TOURISM MANAGEMENT	
QUALIFICATION CODE: 07 BTOM	LEVEL: 7
COURSE CODE: UTO710S	COURSE NAME: URBAN TOURISM
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	Mrs. P. Haufiku-Makhubela
MODERATOR:	Ms. Florence Haufiku

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

PERMISSIBLE MATERIALS

- 1.
- 2.
- 3.

THIS QUESTION PAPER CONSISTS OF _2_ PAGES (Including this front page)

Question 1**(28 Marks)**

1.1 Define the following terms:

- a) Visitor attractions (4)
- b) Tourism demand (3)

1.2 Critically outline 7 life cycle stages of a visitor attraction as a tourist product.
(7 x 3 = 21)

Question 2**(58 Marks)****READ THE ARTICLE BELOW AND ANSWER THE QUESTIONS****Megacities – Megarisks Trends and challenges for insurance and risk management****Author: Gerhard Berz**

Big, bigger, Megacities are generally characterised by extreme concentrations of people, values and infrastructure. Yet one megacity is not necessarily the same as any other. For example, the ten largest cities in terms of economic strength are all in industrial countries. If population is taken as the yardstick, however, seven of the ten most populous cities are in emerging and developing countries.

Around 4% of the world's population – or around 280 million people – currently live in megacities. According to United Nations estimates, this figure will rise to 350 million by 2015. Almost one-fifth of gross world product is generated in the world's ten economically most important cities. For the insurance industry, this development presents numerous opportunities and risks.

History of urbanisation Rome is generally considered to have been the first "giant city". According to estimates, the city already had between 750,000 and 1.5 million inhabitants by the time of Christ's birth. Even then, it was therefore necessary to have complex systems for the distribution of food, supply of water and disposal of waste. For centuries, this size of city was unique and, for a long time, very large cities remained few and far between. Even as late as 1800, the urban population accounted for only 3% of the total population. This changed in the 19th century with the start of industrialisation. Numerous factories were built in cities, as these were mostly conveniently situated on rivers or coasts and offered

an abundant workforce. On top of this, there was a large consumer market, proximity to other industrial enterprises, and an efficient infrastructure. In 1900, London was the biggest city in the world, with more than six million inhabitants. Fifty years later, New York was the biggest, with a population of 12 million. Today it is Tokyo, with 35 million.

2.1 Discuss 10 Characteristics of a mega city, based on the article above?

(10)

2.2 With the help of the article above critically discuss 8 challenges of Urban tourism in a mega city.

(8 x 2=16)

2.3 Explain different ways that can be adopted by government to minimize these challenges.

(6)

2.4 Explain the importance of planning in Urban tourism

(13 x 2= 26)

Question3

(7 x 2= 14 Marks)

Discuss the Importance of developing sustainable tourism in an Urban area?
