



**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: JULY 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY QUESTION 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.

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1

[24 Marks]

1.1 Identify some of the elements of a city as a tourist destination (5 x 2 = 10)

1.2 Explain why it is important for a city to develop a tourism sector (5 x 2 = 10)

1.3 Outline the measures that can be adopted to examine demand for tourism in the city. (4)

Question 2

[30 Marks]

2.1 Critically outline 7 life cycle stages of a visitor attraction as a tourist product. Provide examples (7 x 3 = 14)

2.2 Discuss the role and importance of visitor attractions in a city. (8 x 2 = 16)

Question3

[34 Marks]

3.1 Define the term Urban Tourism planning? (4)

3.2 Discuss the ten principles of tourism regeneration in an Urban area? (10 x 3 = 30)