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| QUALIFICATION: Bachelor of Tourism Management | |
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SECOND OPPORTUNITY EXAMINATION PAPER

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THIS EXAMINATION PAPER CONSISTS OF 4 PAGES

(INCLUDING FRONT PAGE)

INSTRUCTIONS

1. Answer **all** questions.
2. Read all the questions carefully before answering.
3. Marks for each question are indicated at the end of each question.
4. Please ensure that your writing is legible, neat and presentable.

Question 1**(2x5=10)**

Write the key term used to describe:

- 1.1 The merger of companies at the same level or stage in the distribution channel.
- 1.2 People who could travel, if motivated, but don't because they lack information about travel opportunities, or facilities, or both or do not travel because of problems in the supply side-for example terrorism, lack of accommodation, inaccessibility.
- 1.3 When the local population has contact with the wealthy tourists, they are often exposed to luxuries and imported goods that are not available in their own country. A demand for these products soon develops. This is known as:
 - 1.4 A form of demand in which people will travel when their economic circumstances have improved.
 - 1.5 Companies such as tour operators and travel agents or individuals that act as middle-men between principals and tourists.

Question 2**(5x3=15)**

Describe the principal factors that have facilitated the growth of tourism.

Question 3**(15)**

List the following:

- 3.1 Two types of menus or services you can find in a restaurant in Windhoek.
- 3.2 Two methods of grouping accommodation facilities by kind of service.
- 3.3 Three types of commercial accommodation.
- 3.4 Three main elements of tourism demand.
- 3.5 Three examples of event attractions.
- 3.6 Two types of airlines by kind of service.

Question 4**(5x3=15)**

Write the following abbreviations in full and their role:

- 4.1 IATA
- 4.2 ITCs
- 4.3 ABTA
- 4.4 NTB

4.5 UNWTO

Question 5

(5x4=20)

Identify and explain the five indicators of economic development.

Question 6

(10)

Choose the correct answer.

6.1 The process of distribution is important in tourism because:

- It influences profitability and competitiveness of principals
- Intermediaries use this channel
- Intermediaries are not important

6.2 The above ground facility services such as airport buildings, passenger traffic terminals, hotels, motels, resorts, restaurant, shopping centers, places of entertainment, museums, stores, and similar structures.

:

- Utility services
- Infrastructure
- superstructures

6.3 Revenues generated from tourism can be leaked out of the economy through:

- Selling prices
- Earning higher profits
- Payments for imports of goods and services

6.4 When a non-tourist company buys out or merges with a tourist company this is called:

- Inward diversification
- Diversification
- Outward diversification

6.5 The way in which tourism and hospitality companies divide a market into smaller, more clearly defined groups that share similar needs, wants and characteristics:

- Targeting
- Monopoly
- Segmentation

6.6 A determinant influences a potential tourist decision to travel and can therefore be called:

- An energizer
- A motivator
- A filter

6.7 The type of accommodation where one buys shares in an apartment which entitles him/her the right to use it at a set time every year, is called:

- Self-catering
- Hotel
- Timeshare

6.8 Tourism can cause change or loss of local identity and values by:

- Tourist behavior
- Crime
- Commercializing local culture

6.9 The study of human populations by describing and analyzing the social characteristics of the population is called:

- Technology
- Demography
- Socio-cultural

6.10 International tourists generally purchase a substantial amount of service in the countries they visit, thus paying for:

- Invisibles
- Services
- Goods

Question 7

(3x5=15)

When analyzing the environmental impact of tourism on a destination explain what you understand by pollution.