



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION:</b> BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT BACHELOR OF HOSPITALITY MANAGEMENT BACHELOR OF CULINARY ARTS	
<b>QUALIFICATION CODE:</b> 07BTID; 07BHMN; 07BCA	<b>LEVEL:</b> 5
<b>COURSE CODE:</b> EDT520S	<b>COURSE NAME:</b> ECONOMIC DEVELOPMENT OF TOURISM
<b>SESSION:</b> NOVEMBER 2019	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>1<sup>ST</sup> OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER</b>	Dr. F.G. Bello
<b>MODERATOR:</b>	Dr. E. Kavita

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer <b>all</b> questions.</li><li>2. Start each question on a new page</li><li>3. Please ensure that you write your student number on the booklet and you sign the attendance (examination) register.</li></ol> <p><b>NB:</b></p> <ul style="list-style-type: none"><li>• <i>Students are advised that it is in their own interest to write legibly</i></li></ul>

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

---

**QUESTION ONE****10 Marks**

Explain the two basic components of tourism demand?

**QUESTION TWO****10 Marks**

Out of a population of 30 million people in country Y:

- 8 million people take one holiday of one night or more
- 4 million people take two holidays of one night or more
- 2 million people take three holidays of one night or more
- 1 million people take four holidays of one night or more

Calculate the travel frequency for the inhabitants of country Y?

**QUESTION THREE****10 Marks**

Explain the difference between horizontal and vertical integration. Provide examples from the tourism industry of both forms of integration?

**QUESTION FOUR****10 Marks**

Explain any **TWO positive** and **THREE negative** economic impacts of tourism in Namibia.

**QUESTION FIVE****10 Marks**

Explain any **FIVE** positive socio-cultural impacts of tourism in Namibia (give examples).

**QUESTION SIX****10 Marks**

Explain leakage as an economic cost of tourism in Namibia (give examples).

**QUESTION SEVEN****20 Marks**

One of the key roles of the public sector in tourism is planning and one of the key stages of the tourism planning process is the analytical stage. Explain all the issues which are considered during the analytical stage of the tourism planning process?

**QUESTION EIGHT****20 Marks**

Discuss any four techniques which can be applied to enhance the economic benefits of tourism in Namibia.

**END OF QUESTION PAPER**