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QUALIFICATION : BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT	
QUALIFICATION CODE: 07BTID	LEVEL: 7
COURSE TOURISM DISTRIBUTION SYSTEMS	COURSE CODE: TDM710S
DATE: JUNE:	SESSION 1
DURATION: TWO (2) Hours	MARKS: 100

EXAMINER: Dr W. Muhoho-Minni

THIS TEST PAPER CONSISTS OF 2 PAGES
(INCLUDING THIS FRONT PAGE)

MR Lovemore Mahoshi

PERMISSIBLE MATERIALS

NONE

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.

Answer ALL FIVE (5) questions.

QUESTION 1

(20 Marks)

Describe the airline supply chain systems from the point of travel service distributions. Use relevant theory and a diagram to support your answer.

QUESTION 2

(20 Marks)

Analyse the role of Namibia Tourism Board in the Namibian tourism supply chain management.

QUESTION 3

(20 Marks)

- 3.1 Name three sourcing strategies within the tourism supply chain management. (9 marks)
- 3.2 What is the difference between tour production and tour experience within the tourism supply chain. (9 marks)
- 3.3 What do you understand by the term tourism Supply Chain Management? (9 marks)

QUESTION 4

(20 Marks)

Tour operators have a huge influence over tourism related activities throughout the tourism supply chain system, and in the development of both tourism destination and its products.

With reference to the contention, discuss the role of the tour operator in the Namibian tourism supply chain system.

QUESTION 5

(13 Marks)

What are the pros (advantages) of supply chain management within the tourism industry?

END OF PAPER