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QUALIFICATION: Bachelor of Tourism Innovation and Development	
QUALIFICATION CODE: 07 BTID	LEVEL: 7
COURSE: Tourism Destination Management	COURSE CODE: TDM620S
DATE: JUNE/JULY 2022	SESSION: 2
DURATION: 2 Hours	MARKS: 100

SECOND OPPORTUNITY: EXAM PAPER

EXAMINER: Ms. J Isaacs Olivier

MODERATOR: Dr W. Muhoho

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(INCLUDING THIS FRONT PAGE)**

INSTRUCTIONS

1. Answer **all questions**.
2. When writing take the following into account: The style should inform than impress, it should be formal, in third person, paragraphs set out according to ideas or issues and the paragraphs flowing in a logical order. Information provided should be brief and accurate.
3. Please, ensure that your writing is **legible, neat and presentable**.

Question 1 [18]

- 1.1 Define the term Destination Management Organization (3)
- 1.2. Identify the Characteristics of a Destination? (5)
- 1.3 Discuss the marketing role of National Tourism Organizations (NTO's) in Destination Marketing? (10)

Question 2 [12]

- 2.1 The customer Journey is a helpful framework for understanding the experience of the customer, draw and explain the customer Journey in Tourism.

Question 3 [23]

Without proper planning or management tourism can damage the destination's environment; cause social and cultural conflict and alienate the communities that host tourism. The VICE model gives an appropriate balance and a framework which destination planners and managers can use to ensure that their actions are sustainable.

- 3.1. Draw the VICE model in the form of a diagram (4)
- 3.2. Explain the model using relevant examples (4)
- 3.3. Outline the responsible tourism practices that destinations can implement (15)

Question 4 [15]

- 4.1 In the form of a table discuss the differences between urban and rural destinations and give three examples of each type of destination

Question 5 [20]

- 5.1 Discuss the Thurods Model of tourism development and how does it differ from the Irridex Model?

Question 6 [12]

- 6.1 Identify the role of Government in Policy Setting?

Total Marks: [100]
