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QUALIFICATION: Bachelor of Tourism Innovation & Development	
QUALIFICATION CODE: 07BTID	LEVEL: 7
COURSE: Tourism Distribution Management	COURSE CODE: TDM710S
DATE: July 2019	SESSION: PAPER 2
DURATION: 2 Hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER

EXAMINER: Ms. Uaarukapo Tjitunga

MODERATOR: Ms. Florence Haufiku

THIS EXAMINATION PAPER CONSISTS OF 2 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.

1. Describe what is tourism distribution and the levels of distribution that a tourism supplier can use to distribute its services/products to the generating markets? **20 marks**
2. Discuss the role of distribution channels in the tourism industry. **20 marks**
3. Name and explain five factors that a supplier should consider when deciding on the most appropriate means of distribution. **20 marks**
4. Information technology plays a crucial role in tourism distribution. Evaluate the importance of information technology to the tourism product distribution. **20 marks**
5. Identify the transformation trends in the tourism industry and their implication for the tourism distribution channels. **20 marks**