



Faculty of Management Sciences

Department of Hospitality and Tourism

QUALIFICATION : BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07 BTOM	LEVEL: 7
COURSE: TOURISM DESTINATION MANAGEMENT	COURSE CODE: TDM620S
DATE: JANUARY 2020	SESSION: PAPER 2
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION

EXAMINER: DR W. Muhoho-Minni

MODERATOR: Mrs. P. Haufiku

PERMISSIBLE MATERIALS

1. NONE

This examination paper consists of 2 pages (including this front page)

Q1.

The Regional and International Destination lecturer is not available to facilitate the course to the first year tourism students and you have been asked to stand in for him. The topic for the day is **The concept of Tourist Destinations.**

Using Buhallis and World Tourism Organization definitions what would you tell the students. Your discussion should include definition, elements that make up a tourist destination, difference between an attraction and destination, different types of destination and activities they attract.

20 marks

Q2.

Positioning and branding are some of the activities that destination management is involved with.

2.1. What is the difference between positioning and branding?

8 marks

2.2. Identify the three main strategies for positioning a destination and explain two of them

12 marks

Q3.

3.1. With the aid of a diagram outline the concept of product life cycle

10 marks

3.2. How can destinations manage product life cycle?

10 marks

Q4.

Critically explain the stages involved in the process of developing a new tourism product.

20 marks

Q5.

Describe the composition of a destination product. You may use a diagram to assist you in your Explanation.

20 marks

Total marks = 100