



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF HOSPITALITY AND TOURISM

QUALIFICATION: BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07BOTM	LEVEL: 7
COURSE CODE: TDM620S	COURSE NAME: TOURISM DESTINATION MANAGEMENT
SESSION: JAN 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. Petrina Haufiku
MODERATOR:	Ms. Isobel Green

INSTRUCTIONS
1. Answer ALL the questions. 2. Write clearly and neatly. 3. Number the answers clearly.

PERMISSIBLE MATERIALS

1. Examination paper.
2. Examination script.

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

Question 1

1.1) Define the term tourist destination? (4 Marks)

**1.2) Discuss the 7 stages that a destination like Namibia can go through as a product?
(7 x 2 =14 Marks)**

Question 2

**2.1) Describe the marketing role that Namibian tourism board (NTB) plays to market Namibia.
Provide examples? (15 Marks)**

**2.2) Explain how can NTB help extend the product life cycle of a destination like Namibia.
Provide examples? (5 x 3= 15 Marks)**

Question 3

**3.1) Outline the channel of distribution that can be used by operators in the industry to sell
Namibia as a product? (8 x 2 = 16 Marks)**

**3.2) Discuss the stages involved in designing a promotional strategy for a destination?
(4x 4 = 16 Marks)**

Question 4

**Discuss some of the macro and micro factors that can be considered when designing a national
tourism policy? (10 x 2 = 20Marks)**

TOTAL: 100 MARKS

!!!!!!!!!!!!GOOD LUCK!!!!!!!!!!!!