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<b>QUALIFICATION : BACHELOR OF TOURISM INNOVATION &amp; DEVELOPMENT</b>	
<b>QUALIFICATION CODE: (07 BTID)</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: EDT520s</b>	<b>COURSE NAME: Tourism Economic Development</b>
<b>SESSION: January 2023</b>	<b>PAPER: Theory</b>
<b>DURATION: 2 hours</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	MS U. Tjitunga
<b>MODERATOR:</b>	Dr S. Chiutsi

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

1. **THIS QUESTION PAPER CONSISTS OF \_3\_ PAGES** (Including this front page)

**Question 1****(2x10=20)**

Write the key term used to describe:

- 1.1 One doctor for 3 656 patients at Opuwo, is an indication of:
- 1.2 The impact of tourism when it fails to integrate its structures with the natural features and indigenous architecture of the destination.
- 1.3 Common method used to estimate the spread into the rest of the economy of the income generated from tourism.
- 1.4 A record of transactions during a period between residents of a country and the rest of the world.
- 1.5 Some retailers at destination areas increase their prices, or stock more expensive goods and services to cater for wealthy tourists thus contributing to.
- 1.6 People who could travel, if motivated, but don't because they lack information about travel opportunities, or facilities, or both or do not travel because of problems in the supply side-for example terrorism, lack of accommodation, inaccessibility.
- 1.7 Companies such as tour operators and travel agents or individuals that act as middlemen between principals and tourists.
- 1.8 When a tourist tends to prefer booking holidays using well-known and long-established travel agents like Trip Travel is seeking which (Maslow) needs?
- 1.9 Enroute to Etosha national park a tour manager stops at the resting place for refreshments and snacks. Which needs (Maslow) does the tour manager seek to meet?
- 1.10 If a tour operator books guests at a place which offer a welcoming environment with good customer service. Which needs (Maslow) does the tour operators seek to meet?

**Question 2**

Explain five negative economic effects that can arise from developing tourism at the destination.

**(5x3=15)****Question 3****(10)**

Prior to the COVID-19 pandemic, Namibia enjoyed an increasing number of tourist arrivals with a target set for between 1.5 and 2 million arrivals in 2020. Explain the impact of covid 19 on the Namibian tourism markets.

**Question 4**

Identify and discuss the three ways of segmenting the market in tourism. **(3x5=15)**

**Question 5**

Until the 1960s the number of people travelling abroad increased slowly and then the expansion was extraordinary. Identify five reasons why tourism was slow to develop before the 1960s. **(5x2=10)**

**Question 6**

Identify and discuss five of the demographic factors influencing tourism demand.

**(5x3=15)**

**Question 7**

Identify and describe the five criteria for segmenting the market in tourism. **(5x3=15)**