



QUALIFICATION : BACHELOR OF TOURISM MANAGEMENT	
QUALIFICATION CODE: 07 BTOM	LEVEL: 7
COURSE: TOURISM DESTINATION MANAGEMENT	COURSE CODE: TDM620S
DATE: NOVEMBER 2019	SESSION: PAPER 1
DURATION: 2 HOURS	MARKS: 100

FRITST OPPORTUNITY EXAMINATION

EXAMINER: DR W. Muhoho-Minni

MODERATOR: Mrs. P. Haufiku

PERMISSIBLE MATERIALS

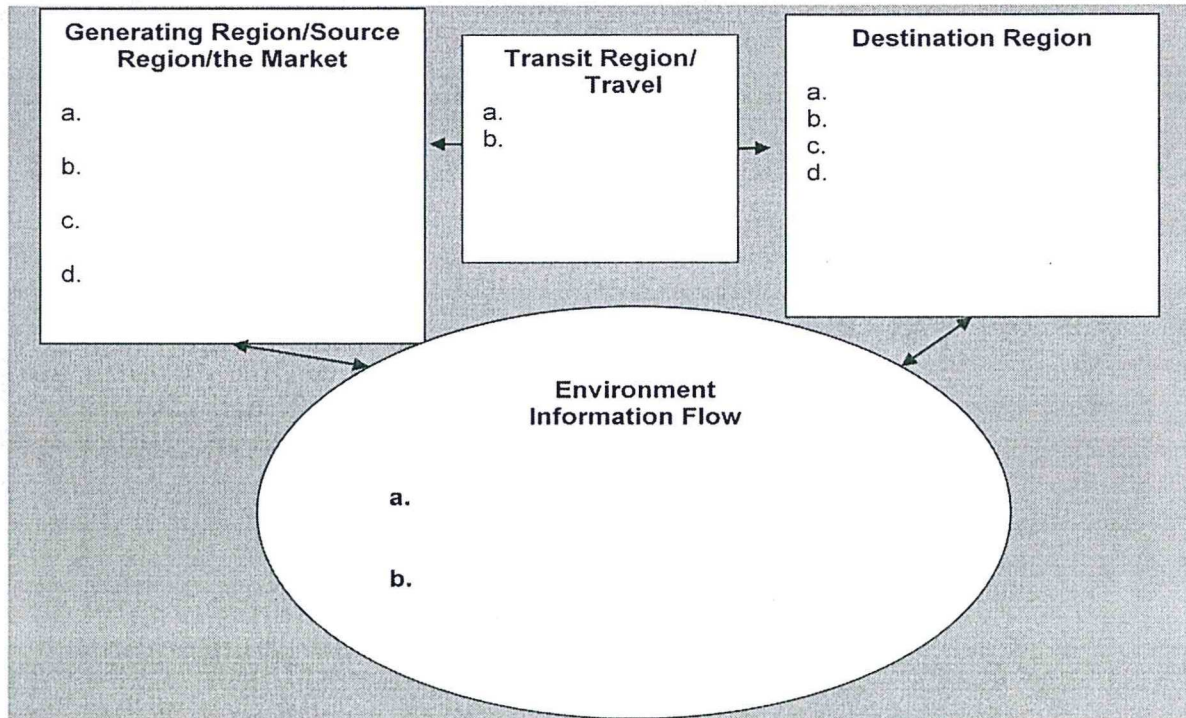
1. NONE

This paper consists of three pages including this one

Q1

1.1. Complete the following elements contained in each section of the tourism system and briefly discuss how they all relate to each other

20 marks



Q2

Buhalis proposes that destinations should be understood as an “amalgamation of tourist products and services offering an integrated experience to consumers”

In reference to the above statement, analyse the concept of tourist destination. Your discussion should include among other factors, the six ‘A’s’ framework against which the concept of destination management can be analysed destination.

20 marks

Q3

3.1. Define the term destination management

4 Marks

3.2. outline the tasks of destination management

15 Marks

3.3. Destination Management Organisations generally fall in three categories; name them and explain their area of operation.

3x3=9 Marks

Q4; Match activities to the correct type of tourist destination

2 x 6 =12 marks

Type of destination	Activities	Type of destination
i. Urban	Meetings-incentives-retreats Special occasion-honeymoon-anniversary	
ii. Seaside	Meetings- incentive-conference- exhibitions Relaxation-agriculture-learning activities-sports	
iii. Alpine	Exploring business opportunities-incentives Adventure-authentic-charities-special interest	
iv. Rural	Meetings- incentive-conference- exhibitions Sea- sun-sand-sex-sports	
v. Authentic third world	Meetings- incentive-conference- exhibitions Ski-mountain sports-health	
vi. Unique-exotic-exclusive	Meetings- incentive-conference - exhibitions- education-religion-health Sightseeing- shopping-shows-short breaks	

Q5: Design a framework for developing a Destination Management strategy. Your strategy must include an explanation of the four stages of the strategy formulation

20 marks