



QUALIFICATION: BACHELOR OF TRAVEL AND TOURISM MANAGEMENT	
QUALIFICATION CODE: 27BTM	LEVEL: 7
COURSE CODE: TTP410S	COURSE NAME: TOURISM POLICY AND PLANNING
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 2 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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INSTRUCTIONS
1. Answer ALL the questions.
2. Write clearly and neatly.
3. Number the answers clearly.

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

Question 1 [25]

Explain your understanding around key tourism policy and planning principles, use practical examples to define the following terms:

- 1.1 Tourism Policy (5)
- 1.2 Tourism Planning (5)
- 1.3 National Development Plan 4 (5)
- 1.4 Multiplier Effect (5)
- 1.5 Ideology (5)

Question 2 [25]

Participation of communities in tourism policy formulation faces many challenges. Critically discuss this statement and incorporate relevant and practical examples to indicate your understanding of the question.

Question 3 [25]

An ideology may be reflected in the political manifesto of political parties, the constitution of a country or in the declaration of human rights. There are five (5) major political perspectives that guides the ideologies laid down. Critically discuss these five major ideologies.

Question 4 [25]

There are many stakeholders in the tourism industry in Namibia. The following have been identified as the key stakeholders involved in the tourism policy formulation in

Namibia:

- 1. Public Stakeholders
- 2. Private Stakeholders
- 3. Civil Society
- 4. Policy Sub-Systems

Critically discuss the role that each stakeholder plays in the policy formulation in a country.

TOTAL 100 MARKS