



NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

**Faculty of Commerce, Human
Sciences and Education**

School of Human Sciences and
Education

Department of Hospitality and
Tourism

Beethoven Street T: +264 61 207 2093
Private Bag 13388 F: +264 61 207 9863
Windhoek E: dht@nust.na
NAMIBIA W: www.nust.na

QUALIFICATION : BACHELOR OF TOURISM INNOVATION & DEVELOPMENT	
QUALIFICATION CODE: (07 BTID)	LEVEL: 7
COURSE CODE: EDT520s	COURSE NAME: Economic Development of Tourism
SESSION: Nov 2023	PAPER: Theory
DURATION: 2 hours	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	MS U. Tjitunga
MODERATOR:	Dr S. Chiutsi

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

1. **THIS QUESTION PAPER CONSISTS OF _3_ PAGES**
(Including this front page)

Question 1**(20)**

The following questions are based on the tourism satellite account of Namibia 2022:

- 1.1 What is the main purpose of the tourism satellite account?
(2)
- 1.2 What were the top three African market to Namibia in 2022?
(3)
- 1.3 List the top three international market to Namibia in 2022?
(3)
- 1.4 What was the main purpose of visit to Namibia in 2022?
(2)
- 1.5 What was the highest gender of the tourist makert to
Namibia in 2022?
(2)
- 1.6 In terms of the tourists age profile to Namibia in 2022 which
group were the highest?
(2)
- 1.7 Name the primary point of entry for air travelers to Namibia
in 2022?
(2)
- 1.8 Mention two main entry points for the road travellers to
Namibia in 2022?
(2)
- 1.9 Which months emerged as the new peak period for
international tourists post Covid-19 to Namibia? **(2)**

Question 2**(5x3=15)**

Developments in international tourism have intensified competitiveness between tourism destinations. Identify and explain the five key determinants of destination competitiveness.

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

Identify five effects of tourism which can cause change / loss of local identity and values. Give examples.

Question 4**(5x2=10)**

Write the following abbreviations in full:

4.1 IATA

4.2 HAN

4.3 MEFT

4.4 NTB

4.5 UNWTO

Question 5

(5x3=15)

Outline five benefits of segmenting the tourism market/demand?

Question 6

(5x3=15)

Describe five key factors affecting the supply of tourism products at the destination.

Question 7

(10)

Describe how tourist behaviours can result in cultural clashes at destinations.