



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF HOSPITALITY AND TOURISM**

<b>QUALIFICATION:</b> BACHELOR OF TOURISM INNOVATION AND DEVELOPMENT	
<b>QUALIFICATION CODE:</b> 07 BTID	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> TDM620S	<b>COURSE NAME:</b> TOURISM DESTINATION MANAGEMENT
<b>SESSION:</b> JUNE 2024	<b>PAPER:</b> THEORY (PAPER 1)
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MS. ETHILDE KUWA
<b>MODERATOR:</b>	DR. ISOBEL GREEN

<p style="text-align: center;"><b>INSTRUCTIONS</b></p> <ol style="list-style-type: none"><li>1. Answer <b>all the questions</b>.</li><li>2. Read all the questions carefully before answering.</li><li>3. Number the answers clearly</li><li>4. Please, ensure that your writing is <b>legible, neat, and presentable</b>.</li></ol>
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**THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)**

**Question 1**

**[18]**

1.1 Define the following concepts:

- a) Tourism destination (2 Marks)
- b) Destination branding (2Marks)
- c) Brand Equity (2 Marks)

1.2 Destinations contain a number of basic elements which attract the visitor to the destination and which satisfy their needs on arrival. Name and discuss the (6) basic elements of a tourist destination (12 Marks)

**Question 2**

**[32]**

2.1 Outline the differences between the tourism industries and other industries such as manufacturing industries using a table format. (12 Marks)

2.2 Describe the implications (positive and challenges) of tourism being a unique industry. (10 Marks)

2.3 State the functions and responsibilities of Destination Management Organizations (DMOs) (10 Marks)

**Question 3**

**[32]**

3.1 Sports, Culture and other events can play a critical role in implementing the strategic product development directives. Discuss five (5) important functions that events can fulfil in a destination. (10 Marks)

3.2 Creating a unique identity for destinations has become critical and a basis for survival and growth within a globally competitive marketplace. Identify and explain the major benefits of effective destination branding? (12 Marks)

3.3 Describe the concept of Brand positioning in destination management

(4 Marks)

3.4 What happens to a destination in the absence of branding?

(6 Marks)

**Question 4**

**[18]**

4.1 New products need to be constantly developed to keep the destination relevant, discuss the new product development process by using a practical example.