



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY AND TOURISM

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

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS. ETHILDE KUWA
MODERATOR:	DR. ISOBEL GREEN

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer all the questions.2. Read all the questions carefully before answering.3. Number the answers clearly4. Please, ensure that your writing is legible, neat, and presentable.
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THIS QUESTION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1

[20]

1.1 Define the term Destination Management

(2 Marks)

1.2 Name and discuss the six (6) basic elements of a tourist destination and include relevant examples to show your understanding.

(18 Marks)

Question 2

[28]

2.1 Tourism destinations are constantly changing due to external forces outside their control. Explain the Tourism Area life cycle (TALC).

(14 Marks)

2.2 As a destination management specialist, you have been tasked with introducing a new tour package for your region. Provide the process to follow in developing this new product.

(14 Marks)

Question 3

[22]

3.1 Explain the concept of Brand positioning in destination management

(8 Marks)

3.2 Globally, several trends are influencing tourism. Destination Management Organizations (DMOs) should be aware of these trends and guide the development of tourism products. Identify and explain seven (7) emerging trends that could affect market performance.

(14 Marks)

Question 4

[30]

4.1 Give (5) Components of Destination Branding

(6 Marks)

4.2 Discuss the challenges for branding Tourism Destinations.

(12 Marks)

4.3 A successful destination brand represents a major asset to any destination but its success will depend upon several key factors. Identify and describe the key factors for a successful destination brand.

(12 Marks)