



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF HOSPITALITY & TOURISM

QUALIFICATION: BACHELOR OF TOURISM INNOVATION & DEVELOPMENT/ HOSPITALITY MANAGEMNT/ CULINARY ARTS	
QUALIFICATION CODE: 07BTID/07BHOM/07BCNA	LEVEL: 7
COURSE CODE: EDT520S	COURSE NAME: Economic Development of Tourism
SESSION: NOV 2024	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

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

INSTRUCTIONS
1. Answer ALL the questions. 2. Read all the questions carefully before answering. 3. Number the answers clearly

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

Question 1 (5x2=10)

Explain how tourism can contribute to environmental conservation.

Question 2 (5x3=15)

Define the following terms:

2.1 Grand Tour

2.2 Market segmentation

2.3 Tourism demand

2.4 Tourism satellite account

2.5 Balance of payments

Question 3 (5x3=15)

Discuss how tourism can contribute to positive social impacts.

Question 4 (5x3=15)

Describe the role of the following organizations in tourism:

4.1 International Air Transport Association (IATA)

4.2 Hospitality Association of Namibia (HAN)

4.3 Ministry of Environment, Forestry & Tourism (MEFT)

4.4 Namibia Tourism Board (NTB)

4.5 United Nations World Tourism Organization (UNWTO)

Question 5 (5x3=15)

The traditional variables that may be used for market segmentation can be grouped into five main categories. Identify and discuss these variables.

Question 6 (5x3=15)

Describe five key factors affecting the demand for tourism products at the destination.

Question 7 (5x3=15)

Tourism development, if not appropriately managed and controlled, may lead to unfavorable economic impacts. Discuss