



**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 2023	<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

<b>INSTRUCTIONS</b>	
<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>	

**THIS QUESTION PAPER CONSISTS OF   3   PAGES (Including this front page)**

**Question 1**

**[18]**

1.1 Define the following concepts:

- a) Destination Management Organization (DMO). (2 Marks)
- b) Destination branding (2 Mark)
- c) Brand Equity (2 Marks)

1.2 Discuss the importance of destination management organizations in the tourism and hospitality industry. (4 Marks)

1.3 What are the advantages of managing a destination?

(8 Marks)

**Question 2**

**[32]**

2.1 Identify and discuss the basic elements of a destination. (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 Discuss the differences between urban and rural destinations and give two examples of each type of destinations.

(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 The destination marketing mix is at the heart of the destination-marketing plan. List the four (4) traditional destination “marketing mix”.

(2 Marks)

4.2 Identify eight (8) responsible tourism practices that destinations can implement. (8 Marks)

4.3 Promotion is one critical element of the overall destination Marketing Mix, which needs careful planning. Identify the stages, to be taken into account when designing promotional strategy and programme:

(8 Marks)