



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 2023	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

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

INSTRUCTIONS
<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.

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

Question 1

[20]

Define the following terms, using relevant examples.

1.1 Destination Management Organization

(3 Marks)

1.2 Destination management (DM)

(3 Marks)

1.3 Give two (2) examples of a Destination Management Organization (DMO)

(2 Marks)

1.4 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

[34]

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

(10 Marks)

2.2 Destination Managers are advised to diversify and offer more than one type of tourism at a destination depending on the resources available to the destination. Identify (7) key types of tourism.

(14 Marks)

2.3 Discuss five (5) advantages for managing a destination.

(10 Marks)

Question 3

[14]

3.1 Define rural destination and provide two (2) examples of rural destinations in Namibia

(7 Marks)

3.2 Outline seven (7) characteristics of rural areas

(7 Marks)

Question 4

[32]

4.1 Discuss the challenges for branding Tourism Destinations.

(12 Marks)

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

(12 Marks)

4.3 Explain the concept of Brand positioning in destination management

(8 Marks)