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QUALIFICATION : BACHELOR OF TOURISM INNOVATION & DEVELOPMENT	
QUALIFICATION CODE: (07 BTID)	LEVEL: 7
COURSE CODE: EDT520s	COURSE NAME: Economic Development of Tourism
SESSION: January 2024	PAPER: Theory
DURATION: 2 hours	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	MS U. Tjitunga
MODERATOR:	Dr S. Chiutsi

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer ALL the questions.2. Write clearly and neatly.3. Number the answers clearly.

1. **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 Competitiveness

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 developments.

Question 4 **(5x3=15)**

Describe the role of the following organizations in tourism:

4.1 International Air Transport Association

4.2 Hospitality Association of Namibia

4.3 Ministry of Environment, Forestry & Tourism

4.4 Namibia Tourism Board

4.5 United Nations World Tourism Organization

Question 5 **(5x3=15)**

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

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