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<b>QUALIFICATION :</b> Bachelor of Tourism Innovation and Development	
<b>QUALIFICATION CODE:</b> 07 BTID	<b>LEVEL:</b> 7
<b>COURSE:</b> Tourism Destination Management	<b>COURSE CODE:</b> TDM620S
<b>DATE:</b> JUNE 2022	<b>SESSION:</b> 1
<b>DURATION:</b> 2 Hours	<b>MARKS:</b> 100

**FIRST OPPORTUNITY: EXAM PAPER**

**EXAMINER:** Ms. J Isaacs Olivier

**MODERATOR:** Dr W. Muhoho

**THIS EXAMINATION PAPER CONSISTS OF 2 PAGES  
(INCLUDING THIS FRONT PAGE)**

**INSTRUCTIONS**

1. Answer **all questions**.
2. When writing take the following into account: The style should inform than impress, it should be formal, in third person, paragraphs set out according to ideas or issues and the paragraphs flowing in a logical order. Information provided should be brief and accurate.
3. Please, ensure that your writing is **legible, neat and presentable**.

<b>Question 1</b>	<b>[22]</b>
1.1 Define the term Destination Management?	(2)
1.2 Briefly discuss the role and function of Destination Management Organizations?(10)	
1.3 Identify and discuss the advantages of Managing a Destination?	(10)
<b>Question 2</b>	<b>[15]</b>
2.1 Rural destinations are areas usually located outside cities and towns. Explain the characteristics of rural areas?	(6)
2.2 Identify the Support Areas for SME's in the Tourism Industry?	(9)
<b>Question 3</b>	<b>[16]</b>
3.1 Identify the components of Destination Branding?	(6)
3.2 Identify and explain the phases of Destination Branding	(10)
<b>Question 4</b>	<b>[15]</b>
4.2 Explain Butlers Model for Tourism Development of a destination?	(15)
<b>Question 5</b>	<b>[18]</b>
5.1 Discuss your understanding of Destination Marketing?	(3)
5.2 Explain the role of NTO's in Marketing a Destination?	(8)
5.3 Explain the keys to effective Destination Marketing?	(7)
<b>Question 6</b>	<b>[14]</b>
6.1 Explain in detail your understanding of a Tourism Policy	(4)
6.2 Discuss the goal and objectives of Tourism Policy	(10)
<b>Total Marks:</b>	<b>[100]</b>

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