



**NAMIBIA 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: JUNE 2025	PAPER: THEORY (PAPER 1)
DURATION: 2 HOURS	MARKS: 100

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

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]

- 1.1. Define the term Destination Management (2)
- 1.2. Name and discuss the six (6) basic elements of a tourist destination and include relevant examples to show your understanding. (18)

Question 2 [17]

- 2.1. Discuss six (6) functions of a Destination Management Organization (DMO) (12)
- 2.2. Give an example of a DMO in Namibia and discuss what is their core business (5)

Question 3 [10]

- 3.1 In the form of a table, discuss the differences between urban and rural destinations and give three examples of each type of destination

Question 4 [20]

- 4.1. Primary activities in destination management involve packaging, promotion, and delivery of tourism experience to the visitor. Foundation activities are those where the value delivery is indirect and support the visitor experience. Discuss the core differences between the primary and foundation activities.

Question 5 [15]

- 5.1. Sport, culture, and other events can play a critical role in implementing strategic

product development directives. Discuss five (5) important functions that events can fulfil in a destination.

Question 6

[18]

6.1 New products need to be constantly developed to keep the destination relevant. Discuss the new product development process by using a practical example.