



**NAMIBIA 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> JULY 2025	<b>PAPER:</b> THEORY (PAPER 1)
<b>DURATION:</b> 2 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MS. ETHILDE KUWA
<b>MODERATOR:</b>	DR. ISOBEL MANUEL

<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** [22]

1.1. Define the term Destination Management Organization (2)

1.2. Discuss with relevant example the framework for developing a destination management strategy (4x5=20)

**Question 2** [22]

2.1. Describe the implications (positive and challenges) of tourism being a unique industry. (10)

2.2 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)

**Question 3** [10]

3.1 Illustrate the customer journey as a framework for understanding the experience of a customer.

**Question 4** [10]

4.1. The concept of product development in destination terms implies a variety of actions that needs to be done by destination management organizations. Discuss the possible activities by the destination management

**Question 5** [12]

5.1. 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.

**Question 6**

**[24]**

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

(10 Marks)

6.2 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)