



UNAM
UNIVERSITY OF NAMIIBIA

FACULTY	AGRICULTURE, ENGINEERING & NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT & TOURISM STUDIES		
SUBJECT	TOURISM MANAGEMENT		
SUBJECT CODE	GHT 3711		
DATE	MAY/JUNE 2022		
DURATION	3 HRS	MARKS	100

SUPPLEMENTARY EXAMINATION

EXAMINER: M.E. KIMARO

INTERNAL EXAMINER: J. HEITA

This question paper consists of 3 pages including this front page.

Instructions

1. Work in an orderly way and present your work as neatly as possible.
2. While most of the marks will be awarded for content, candidates must bear in mind the importance of presentation, i.e. spelling, insight and critical thinking.
3. Number your questions correctly and clearly.
4. Answer all the questions.

Instructions: Answer all questions

- 1.a. Describe the tourism industry (2 mark)
- b. Explain briefly any five reasons for government involvement in tourism. (10 marks)
2. Describe any five areas of government involvement in the tourism industry in any country. (10 marks)
3. Elaborate on any five tourism industry trends that have taken place in response to the COVID 19 pandemic that have influenced the tourism industry. (10 marks)
4. Apply Maslow's hierarchy of needs to a tourist visiting Namibia after the COVID19 pandemic. (10 marks)
5. Describe the conservancy model of Namibia and how it is managed. (2 marks)
6. Why is Emotional Intelligence important for hospitality and tourism? (2 marks)
7. Explain Douglas McGregor (1906) Theory X and Theory Y theories of human work motivation and management. (12 marks)
8. Explain how would apply five elements that are needed in managerial decision making to a small NGO that assists conservancies in running their craft shop. (10 marks)
9. The traditionally-described domains of tourism impacts are economic, socio-cultural, and environmental dimensions. Apply these impacts to Namibia as a tourism destination by providing any:
 - a. two negative social cultural impacts (2 marks)
 - b. two negative economic impacts (2 marks)
 - c. two negative environmental impacts (2 marks)
10. Based on the responses provided in question 10. Provide one solution on how the negative impacts could be overcome, to each of the three impacts. (6 marks)

11. Define and apply the four types of carrying capacity in tourism to Etosha National Park.

(10 marks)

12. Describe five visitor management techniques that may be used at the Soussvlei to Deadvlei dunes walk to curb the high tourist demand.

(10 marks)

Total marks 100

THE END