



FACULTY	AGRICULTURE, ENGINEERING & NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT & TOURISM STUDIES		
SUBJECT	TOURISM PLANNING AND DEVELOPMENT		
SUBJECT CODE	GHT 3840		
DATE	OCTOBER/ NOVEMBER 2021		
DURATION	3 HOURS	MARKS	100

NORMAL EXAMINATION

Examiner: M.E. KIMARO

External Moderator: DR H.H. BARTIS (Nelson Mandela University, South Africa)

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

Instructions

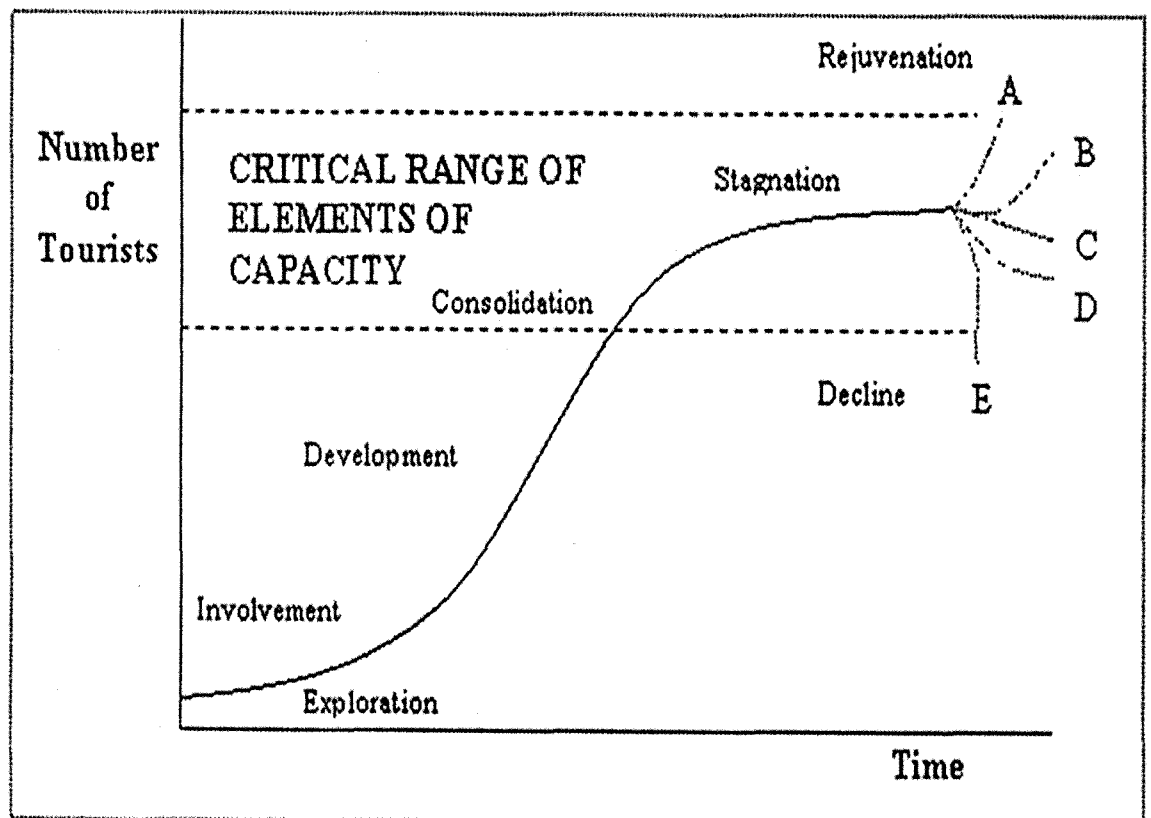
- 1. You must answer all the questions**
- 2. Number your questions correctly**
- 3. Write neatly and legibly**
- 4. Please be reminded that cheating in the examination will result in a failing grade**

NORMAL EXAM GHT 3820 TOURISM PLANNING AND DEVELOPMENT 2021

Instructions: Please answer all questions

1. Describe any five complications that may be encountered when planning for tourism. (10 marks)
2. With reference to Figure 1 below, your research findings indicate that the most visited National Park (C) in the country, and the most booked lodge in a rural community (D) have reached the last stage shown in figure 1 below.
 - a. Using relevant examples explain all the stages of the Model (14 marks)
 - b. Suggest one decision each that may be taken to rejuvenate the National Park and the lodge in a rural community at trajectories C & D. (4 marks)

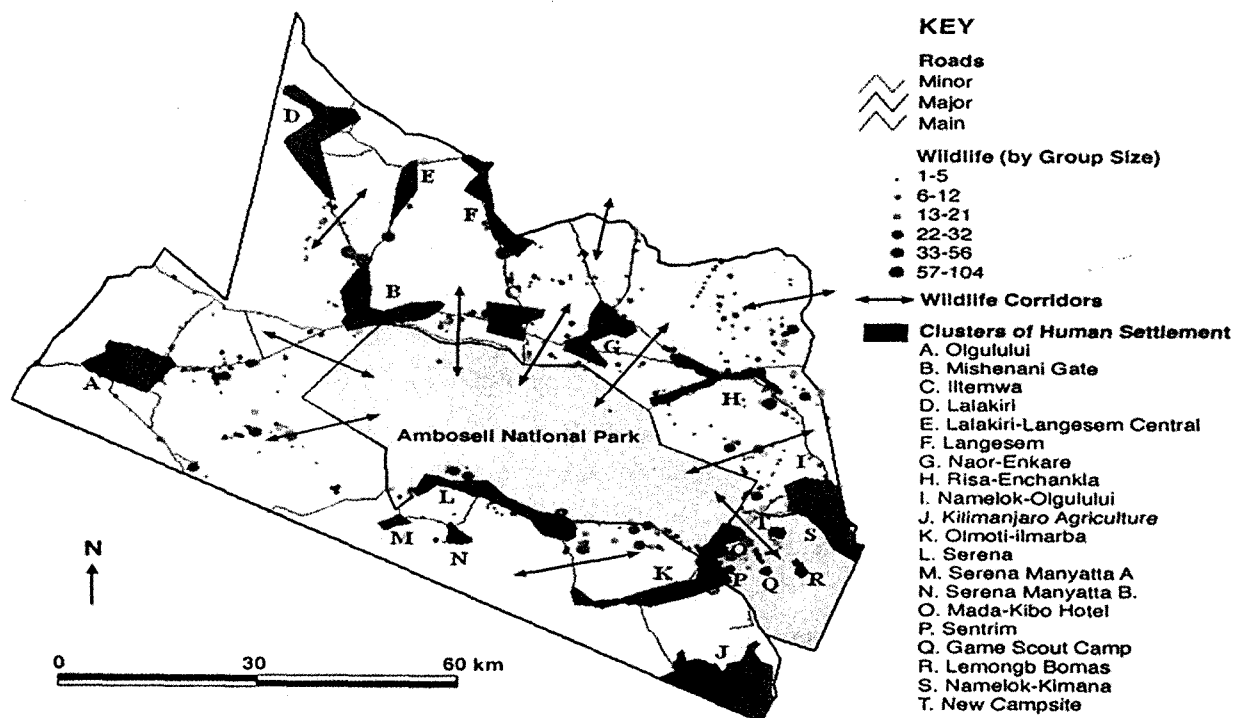
Figure 1: Diagram: Destination Lifecycle Model: Source: Howie (2003) adapted from Butler (1980).



3. Explain using five reasons why it is essential for countries to have a tourism policy.

- (10 marks)
4. Elaborate on five criteria that may be used to select an appropriate site for tourism development in your rural area. (10 marks)
5. Discuss any five techniques that Soussusvlei as a tourist destination may use to reduce seasonality. (10 marks)
6. Define sustainable tourism and explain any four challenges of sustainability in tourism? (10 marks)
7. Describe and apply the SWOT analysis theory to Namibia as a tourism destination. (10 marks)
8. Using the diagram below (Figure 2) of the Amboseli National Park,
- Explain in your own words any five major issues of concern for a tourism planner and developer of the Amboseli National Park. (10 marks)
 - Explain why you have identified these as five major issues of concern. (10 marks)

Figure 2: Clusters of human activities and increasing insularization for the park



9. Name and explain one Sustainable Development Goals (2015) and describe how you would apply it as part of the tourism industry. (2 marks)

(Total marks as 100)