

FACULTY	AGRICULTURE, ENGINEERING & NATURAL SCIENCES		
DEPARTMENT	WILDLIFE MANAGEMENT & TOURISM STUDIES		
SUBJECT	TOURISM PLANNING AND DEVELOPMENT		
SUBJECT CODE	GHT 3820		
DATE	OCTOBER/ NOVEMBER 2022		
DURATION	3 HOURS	MARKS	100

SUPPLEMENTARY EXAMINATION

Examiner: M.E. KIMARO

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

This question paper consists of 4 pages excluding this front page.

Instructions

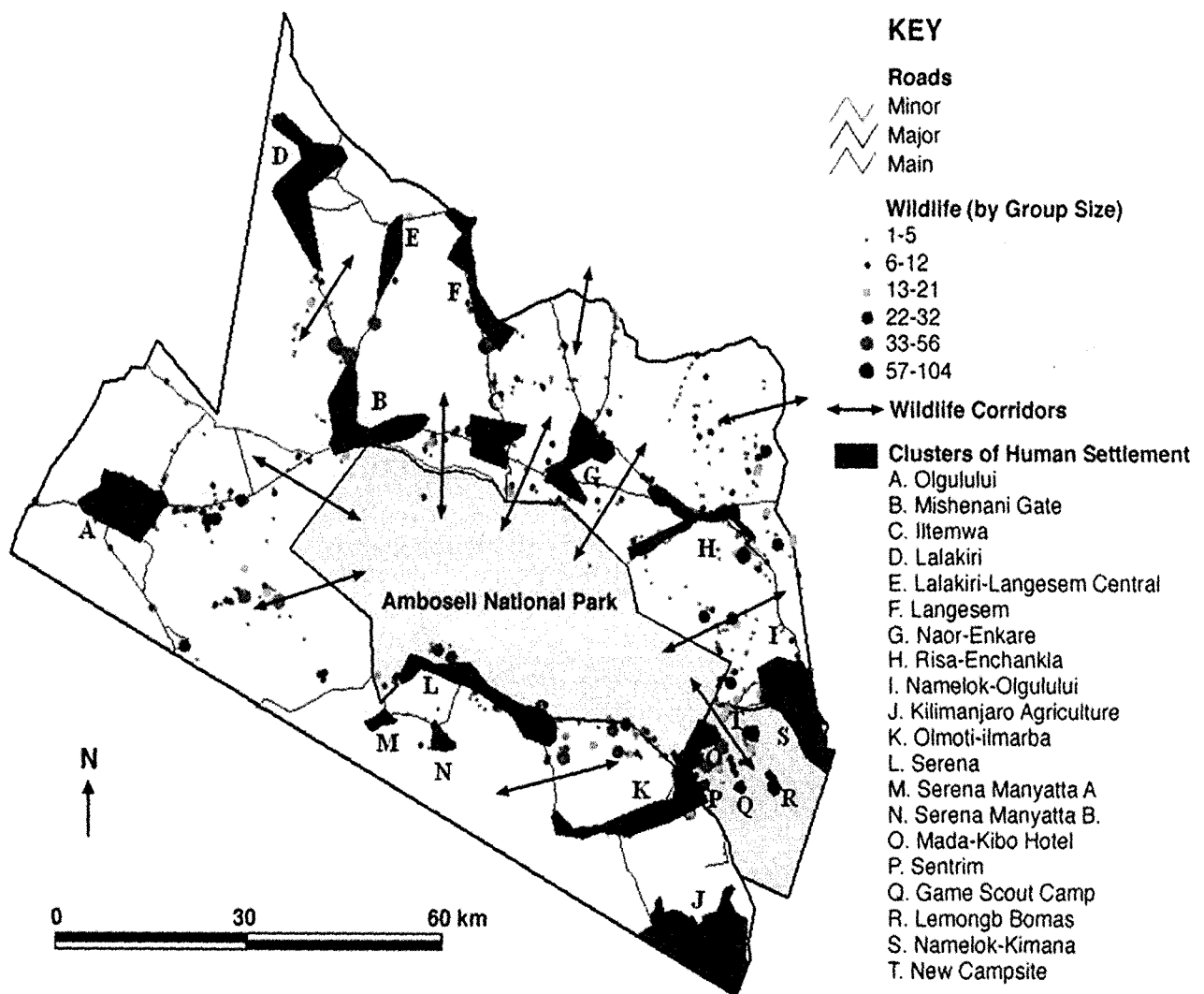
- 1. You must answer all the questions**
- 2. Number your questions correctly**
- 3. Write neatly and legibly**
- 4. Please be reminded that cheating in the examination will result in a failing grade**

SUPPLEMENTARY EXAM GHT 3820 TOURISM PLANNING AND DEVELOPMENT 2022

Instructions: Please answer all questions

1. Describe any five complications that may be encountered when planning for tourism. (10 marks)
2. Using the diagram below of the Amboseli National Park,
 - a. Explain in your own words any five major issues of concern for a tourism planner and developer of the Amboseli National Park. (10 marks)
 - b. Explain why you have identified these as five major issues of concern. (10 marks)

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



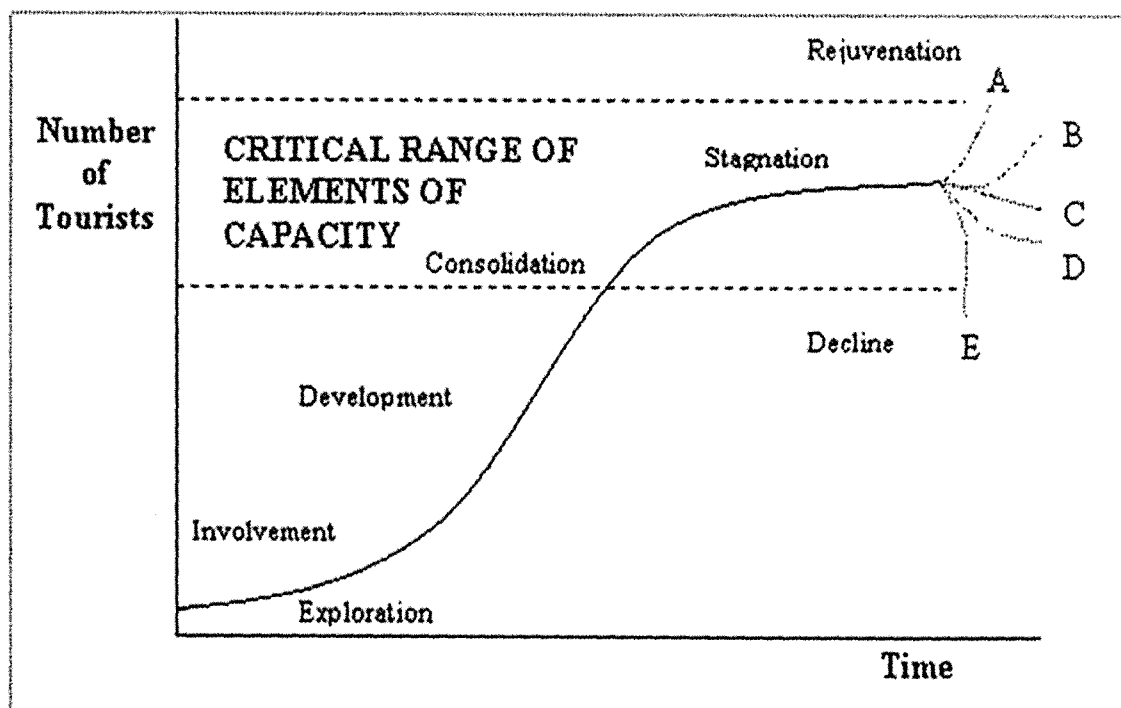
3. You are employed by the Museums Association of Namibia and they request you to prepare a presentation to Helvi Ya Mpingana Open Museum staff and management on any

five critical success factors for cultural and heritage sites to succeed. Explain these critical success factors. (10 marks)

4. As a tourism planner working at the Ministry of Environment and Tourism you are tasked to prepare notes in which you will explain to the stakeholders five reasons why having a tourism policy is important. Discuss. (10 marks)

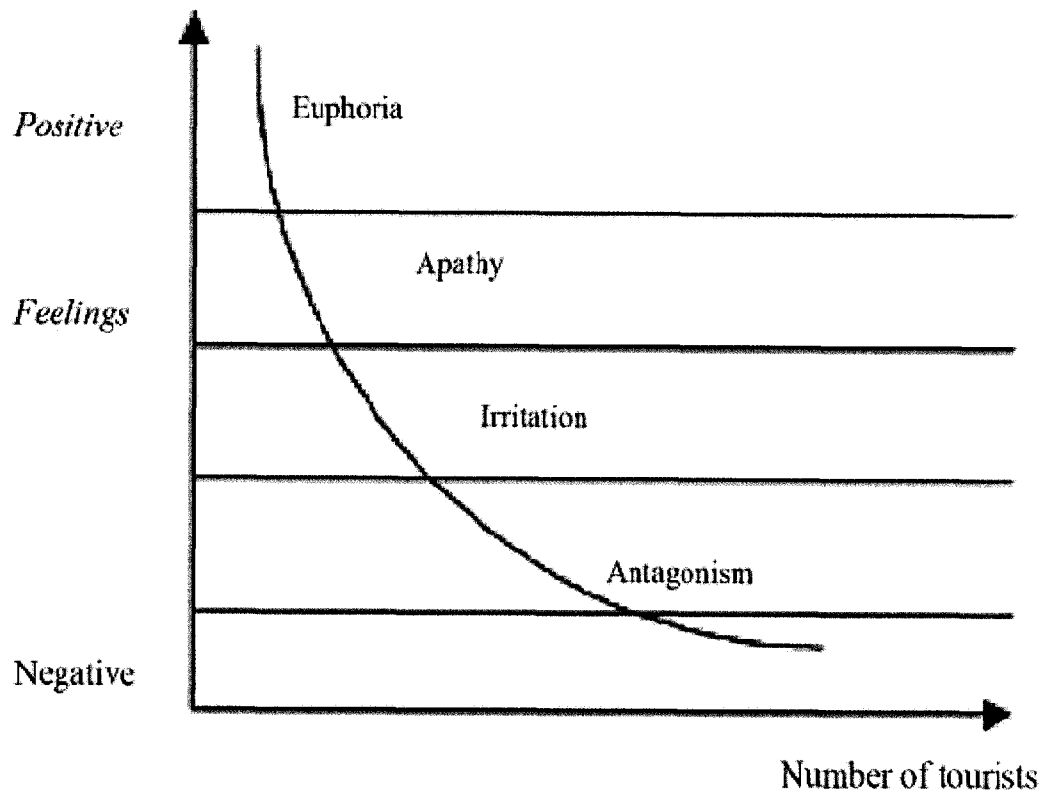
5. With reference to Figure 2 below, your research findings indicate that the most visited National Park (C) in the country, and the most booked lodge in a rural community (D) have reached the last stage shown in figure 2 below. Suggest one decision each (C & D separately) that you would take to rejuvenate the National Park and the lodge in a rural community at trajectories C & D. (4 marks)

Figure 2: Diagram: Destination Lifecycle Model: Source: Howie (2003) adapted from Butler (1980)



6. Using a destination as an example apply the Doxey irritation index (1970) (8 marks)

Figure 3: The Doxey irritation index (1970)



7. Elaborate on any five key strategic interventions required for the Namibian National Sustainable Tourism Growth & Development Strategy 2016-2026. (10 marks)

8. a. Name and explain any four Sustainable Development Goals (2015) (8 marks)

b. Explain how as part of the tourism industry; you would apply these goals. (4 marks)

Figure 4: The UNSDGs (2015)



9. Describe any four funding needs of tourism. (8 marks)

10. Describe any four investment strategies that may be used to attract investors to commit to tourism development in another country. (8 marks)