**INTERNATIONAL TRAINING COLLEGE - LINGUA**

***Towards Educational Excellence***

***NCHE Reg. No: R0014***

***NQA Accreditation No: 000244***

# DEPARTMENT OF TOURISM AND HOSPITALITY

## SECOND OPPORTUNITY JUNE EXAMINATIONS 2022

# COURSE : CERTIFICATE IN TRAVEL AND TOURISM (NQF LEVEL 5)

# SUBJECT : TOURISM INDUSTRY (NQF LEVEL 5)

**EXAMINER : MR. R HAPAORI**

**TOTAL MARKS : 100**

**MARKS**

**\_\_\_\_ = \_\_\_\_**

**100**

**DURATION : 2 HOURS**

**INSTRUCTIONS:**

* Write your name and student number in the spaces provided.
* Answer all questions in section **A, B & C and two in section D.**
* Write neatly and clearly.
* Mark allocations are indicated at the end of each question.
* No **CELLPHONES** are allowed during exam sessions.
* This paper consists of 14 pages including the cover page.

**Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Student Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Room: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Exam Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**



**FT PT Distance (*Please Tick one box only)***

**SECTION A: MULTIPLE CHOICE**

**CIRCLE THE MOST CORRECT ANSWER. EACH QUESTION CARRIES ONE (1) MARK**

1. A transport networks is made up of which of the following?
2. Connections and Nodes
3. Ties and Bonds
4. Links and Nodes
5. Which term below signifies intrinsic motivation?
6. Inside
7. Internal
8. All of the above
9. Why do government have to be involved in tourism?
10. Education and Training
11. Statistics and information
12. All of the above
13. Which of the below is an example of an intrinsic motivation?
14. Playing sports
15. Power
16. All of the above
17. Which of the following travellers are tourists, according to the definition by the UN World Tourism Organization (UNWTO)?
18. French tourism students on a 2-week field course to Turkey
19. Same-day travellers
20. Airline crew members
21. In tourism what do perceptions mainly influence?
22. The way tourists think of a destination
23. How tourists think of food
24. All of the above
25. Which below is an example of a hotel?
26. B&B
27. Motel
28. None of the above
29. Which of the below points are true about results of customer satisfaction?
30. Repeated tourism
31. Good tourism experience
32. All of the above
33. What are restaurants best known for?
34. Serving food
35. Car Hire
36. Printing menus
37. What other name was used to mean middle ages in tourisms history?
38. New era
39. The medieval period
40. None of the above

**Total Marks: [10]**

**SECTION B: TRUE OR FALSE**

**CIRCLE THE MOST CORRECT ANSWER. EACH QUESTION CARRIES ONE (1) MARK**

1. Disposal income is not a tourism requirement;
   1. True
   2. False
2. Cultural tourism is the travelling for the purpose of learning about cultures;
   1. True
   2. False
3. Decline is the last stage of tourism product life cycle;
   1. True
   2. False
4. The rail transport started in 1830;
   1. True
   2. False
5. In tourism DOT stands for Department of Tourism;
   1. True
   2. False
6. Tourism is economically significant because it generates health and safety;
   1. True
   2. False
7. Child tourists are the targets of a tourist spot that is located at great heights;
   1. True
   2. False
8. Tourism sectors now work hand in hand as compared to earlier periods;
9. True
10. False
11. A product must be delivered to a client is a unique feature of a tourism product;
12. True
13. False
14. CNN is used to market tourism destinations;
15. True
16. False

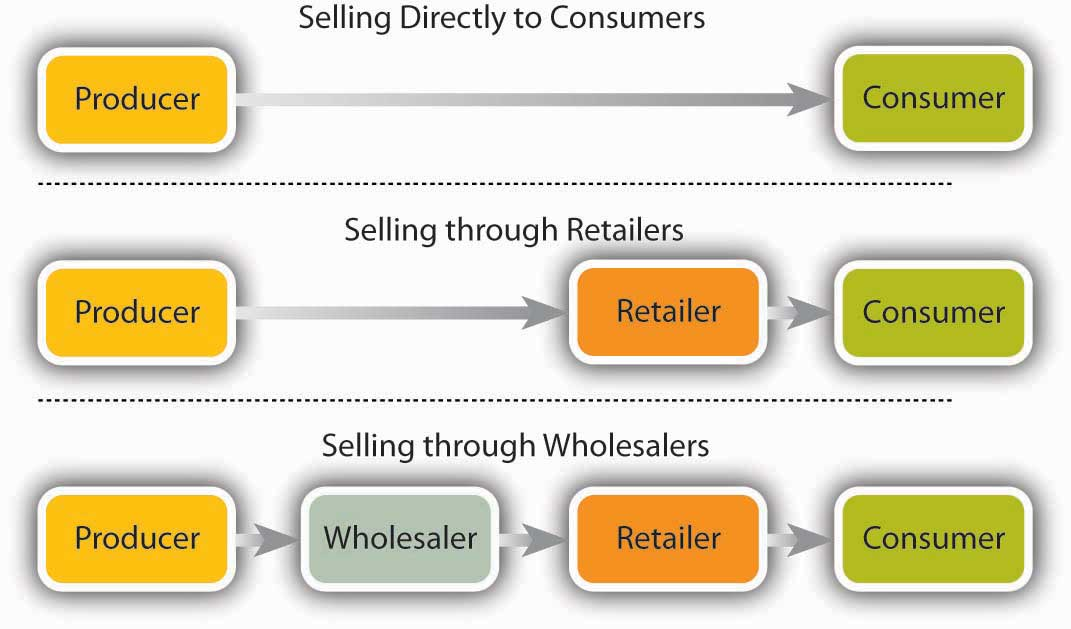
**Total Marks: [10]**

**SECTION C: STRUCTURED QUESTIONS (40 MARKS)**

**ANSWER ALL QUESTIONS IN THIS SECTION**

1. Illustrate your understanding of the chain of distribution in the tourism industry by labelling the below numbered sections. **[12]**

1



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1. In distribution channels what is GDS in full? **[2]**

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1. Explain 4 important concerns modern tourists have in the 20th century. **[8]**

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1. Explain 3 travel motivations theories you have studied. **[9]**

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1. Briefly explain 3 factors contributing to demand in air transport. **[9]**

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**Total Marks: 40**

**SECTION D: ESSAY QUESTIONS (40 MARKS)**

**CHOOSE AND ANSWER ONLY TWO QUESTIONS IN THIS SECTION.**

**EACH QUESTION CARRIES 20 MARKS**

**QUESTION 1**

* + 1. Discuss the scope of tourism products and services with regards to their types and characteristics. **[20]**

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**QUESTION 2**

1. Select any local Namibian and international tourism organisations and outline their roles for the tourism industry. **[20]**

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**QUESTION 3**

1. Explain globalisation and its impact on the future of the tourism industry. **[20]**

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**THE END**