PRIFYSGOL ABERYSTWYTH UNIVERSITY

SEMESTER ONE EXAMINATIONS 2025-26
ABERYSTWYTH BUSINESS SCHOOL

AB29120: Destination and Attraction Management

Time allowed: 2 hours

Answer **THREE** questions in total:

ONE from **Part A**

ONE from **Part B** and

ONE other question from **EITHER** Part A or Part B

This exam contributes **50%** of the overall module mark

ALL questions carry equal marks. Marks Available: **100**

MAE MODD I FYFYRWYR GYFLWYNO ATEBION I'R PAPUR HWN NAILL AI YN Y GYMRAEG NEU'R SAESNEG
STUDENTS MAY SUBMIT ANSWERS TO THIS PAPER IN EITHER WELSH OR ENGLISH

Section A: Destinations

Please use examples to illustrate your answers

1. Using Dwyer and Kim's (2008) model for destination competitiveness to structure your answer, discuss factors that influence the competitiveness of a destination.

2. Discuss the reasons behind the argument that the tourism industry is experiencing more disasters than in the past.

3. Examine the three main goals of destination marketing and discuss the key elements of effective destination branding.

Section B: Attractions and Events

Please use examples to illustrate your answers

4. Discuss Wanhill's 2008 "Imagescape mix" matrix. Use examples to explain each of the four strategies proposed by Wanhill.

5. What are the differences between event-led and destination-led events? Discuss the benefits that events can have on a destination.

6. Please discuss the five types of negative impacts seen in class that visitors can have on attractions.

END OF PAPER