



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: TOURISM TRANSPORT LOGISTICS

CODE: THMA 421

SESSIONAL EXAMINATIONS

APRIL 2024

DURATION: 3 HOURS

EXAMINER: DR. G MAKANDWA

INSTRUCTIONS

- 1. Answer any four (4) questions only*
 - 2. Each question carries 25 marks*
 - 3. Total marks 100*
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QUESTION 1

- a) With reference to the tourism system, describe any five (5) characteristics of a transit route. [15 marks]
- b) Explain any three (3) aspects that tourists consider when selecting a particular transit route. [10 marks]

QUESTION 2

Discuss any five (5) strategies pursued by tourism transport operators to sustain their operations in the face of technological advances. [25 marks]

QUESTION 3

- a) Explain any four (4) aspects of the nature of demand of transport tourism products. [12 marks]
- b) Demonstrate how airline marketing managers are managing the characteristics of demand for that airline. [13 marks]

QUESTION 4

- a) Discuss any three (3) roles played by tourism transport businesses within the tourism system. [10 marks]
- b) Examine any five (5) macro challenges being faced by any one tourism transport mode of your choice. [15 marks]

QUESTION 5

With reference to one tourism transport business of your choice, explain the measures that can be put in place to address any service failure in the organisation. [25 marks]

QUESTION 6

- a) Explain the weight and piece concepts as applied in the Traffic Conference (TC) 1, 2 and/or 3 zones. [12 marks]
- b) Discuss the dangerous goods concept as applied in local and international airlines and airports. [13 marks]

END OF EXAMINATION!