



# MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

**FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL  
SCIENCES**

**DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES**

**MODULE: INTRODUCTION TO THE TOURISM AND HOSPITALITY  
INDUSTRY**

**CODE: THMA 101**

**SESSIONAL EXAMINATION  
JUNE 2024**

**DURATION: 3 HOURS**

**EXAMINER: MRS R. MAPOKOTERA**

## **INSTRUCTIONS**

- 1. Answer any **four** questions **only**.*
  - 2. Each question carries 25 marks*
  - 3. Start a new question on a fresh page*
  - 4. Total marks 100*
-

### **QUESTION 1**

(a) Explain the following terms as applied to the tourism and hospitality industry;

(i) MICE tourism [3 marks]

(ii) Domestic tourist [3 marks]

(iii) Cultural tourism [3 marks]

(b) With the aid of a diagram, explain any four (4) pillars of the Magic Pentagon. [16 marks]

### **QUESTION 2**

(a) Explain any five (5) motivations for tourist travel. [15 marks]

(b) Explain any five (5) characteristics of today's tourist. [10 marks]

### **QUESTION 3**

(a) Discuss any five (5) factors that affect a tourist's choice of transport. [15 marks]

(b) Examine three (3) advantages and two (2) disadvantages of each of the following modes of transport;

(i) Road [5 marks]

(ii) Sea [5 marks]

### **QUESTION 4**

(a) Explain any five (5) unique characteristics of tourism products. [15 marks]

(b) Examine any five (5) roles of national tourist organisations. [10 marks]

### **QUESTION 5**

With reference to specific examples, explain any 5 (five) ways in which local communities can benefit from community-based tourism projects. [25 marks]

### **QUESTION 6**

(a) Explain any five (5) ways through which leakages occur in the tourism and hospitality industry. [10 marks]

(b) Explain how the leakages you identified in question 6(a) above can be reduced. [15 marks]

**END OF EXAMINATION!**