



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: TOURISM OPERATIONS MANAGEMENT

CODE: THMA121

SESSIONAL EXAMINATIONS
JUNE 2024

DURATION: 3 HOURS

EXAMINER: MR. T. A. KODZANAI

INSTRUCTIONS

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

QUESTION 1

- (a) Using a table, differentiate between mass tourism and niche tourism. [10 marks]
- (b) Using relevant and current examples, explain any five (5) types of tourism. [15 marks]

QUESTION 2

- (a) Define the following regions and name organisations found in each:
- i) Tourist generating region
 - ii) Tourist destination region
 - iii) Transit region. [9 marks]
- (b) Provide a graphical illustration of Tourism Area Life Cycle (TALC) and analyse its applicability. Use empirical examples in your analysis. [16 marks]

QUESTION 3

- (a) State any five objectives of a Destination Management Organisation (DMO). [5 marks]
- (b) Explain any four functions of a National Tourism Organisation (NTO) such as Zimbabwe Tourism Authority (ZTA). [20 marks]

QUESTION 4

Highlight the strategies pursued by intermediaries to sustain their operations in the face of technological advancement. [25 marks]

QUESTION 5

- (a) Explain any five ways in which Tour Operators supplement their income. [10 marks]
- (b) “The best option when planning to travel abroad is to use travel organisers”. Justify this assertion using examples. [15 marks]

QUESTION 6

Using examples, critically evaluate any five strategies that can be used to promote Zimbabwe as a tourist destination. [25 marks]

END OF EXAMINATION