



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

**FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL
SCIENCES**

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: REGIONAL AND INTERNATIONAL TOURISM

CODE: THMA 214

SESSIONAL EXAMINATIONS

JUNE 2024

DURATION: 3 HOURS

EXAMINER: MUCHINGAMI A.M.

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*
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QUESTION 1

(a) With illustrative examples, describe any five (5) marketing initiatives that were pursued by RETOSA. [15 marks]

(b) Examine any five (5) challenges that led to the demise of RETOSA. [10 marks]

QUESTION 2

Evaluate the concept of tourism satellite accounts giving relevant examples. [25 marks]

QUESTION 3

(a) Explain any five (5) factors that inhibit the Africa bloc from making an impression in the global tourism industry. [10 marks]

(b) As a destination manager, describe any five (5) ways to improve Africa's tourism performance. [15 marks]

QUESTION 4

Suggest mitigation measures that can be adopted by the tourism sector in order to address climate change. [25 marks]

QUESTION 5

With the aid of examples, describe the following terms as they are applied in international tourism:

(a) International tourism. [5 marks]

(b) Regional Tourism. [5 marks]

(c) Tourism System Shock. [5 marks]

(d) Tourism Parttens. [5 marks]

(e) Visibility Time Scale. [5 marks]

QUESTION 6

Discuss the impact of international tourism on indigenous communities that are located in areas endowed with tourism resources. [25 marks]

END OF EXAMINATION