



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

**FACULTY OF AGRI BUSINESS AND APPLIED SOCIAL SCIENCES
DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT**

SUSTAINABLE TOURISM MANAGEMENT

CODE: THMA 415

JUNE 2024

DURATION: 3 HOURS

EXAMINER: DR V. BASERA

INSTRUCTIONS

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

Explain any five (5) ways that tourism businesses in Zimbabwe might resort to, to achieve a balance between minimizing environmental impacts and maximizing the economic benefits of tourism.

[25 marks]

QUESTION 2

(a) Explain how fair trade can lead to poverty alleviation in the host community. [5 marks]

(b) Discuss the concept of fair trade in tourism and its significance to the tourist, the tourism industry and the host community. [20 marks]

QUESTION 3

Mass tourism has recently been recognised within the tourism literature as potentially capable for more responsible activities and able to integrate sustainability principles. In light of this statement, discuss the preventative approaches tour operators may undertake to achieve sustainability.

[25 marks]

QUESTION 4

The public sector has a role to play in the sustainable development of tourism destinations. Discuss.

[25 marks]

QUESTION 5

(a) Analyse the relationship between tourism and climate change. [5 marks]

(b) Explain briefly the mandate for the Global Council for Sustainable Tourism and the global code for ethics. [10 marks]

(c) Justify why the private sector should pursue sustainability in its operations. [10 marks]

QUESTION 6

Discuss any five (5) visitor management tools/methods that you would propose to Heritage managers. [25 marks]

END OF EXAMINATION