



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY MGT

MODULE: INTRODUCTION TO THE TOURISM AND HOSPITALITY INDUSTRY

CODE: THMA101

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: Dr R. BAIPAI

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. Define the term tourism planning. [5 marks]
- b. Outline any six (6) factors to consider during tourism planning stages [6 marks]
- c. Explain giving practical examples any seven (7) reasons why tourism planning is important. [14 marks]

QUESTION 2

Giving practical examples, discuss how the nature and type of tourism has been changed by the following developments.

- a. Climate change [5 marks]
- b. Pandemics [5 marks]
- c. Technology [5 marks]
- d. An increase in disposable incomes [5 marks]
- e. Improved peace and stability [5 marks]

QUESTION 3

- a. List the functions of national tourism boards. [5 marks]
- b. Giving reference to destinations other than Zimbabwe, discuss the strategies that national tourism boards can use in marketing their destinations. [20 marks]

QUESTION 4

- a. With reference to one specific example for each classification, state any 5 criteria which can be used to classify tourist attractions. [10 marks]
- b. Discuss the contribution of tourism to the economy of any country excluding Zimbabwe. [15 marks]

QUESTION 5

- a.** Explain the following types of tourist statistics giving practical examples
- i. Volume statistics [2 marks]
 - ii. Expenditure statistics [2 marks]
 - iii. Visitor profile statistics [2 marks]
- b.** Explain the methods you would use to measure tourist statistics [4 marks]
- c.** Outline the importance of tourist statistics to your country [15 marks]

QUESTION 6

Critically evaluate any Tourist Destination of your choice excluding Zimbabwe using the 5A's [Attractions, Amenities, Ancillary services, Accessibility and Activities]. [25 marks]

-----**END OF EXAMINATION**-----