



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS

DEPARTMENT: TOURISM AND HOSPITALITY MGT

MODULE: TOURISM OPERATIONS MANAGEMENT

CODE: THMA121

SESSIONAL EXAMINATIONS
NOVEMBER/DECEMBER 2022

DURATION: 3 HOURS

EXAMINER: MRS R NYANDIMA

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 tourism management. [2 marks]
- b) Briefly discuss any two benefits of destination management [8 marks]
- c) Highlight and explain five different types of tourism destinations [15 marks]

QUESTION 2

- a) Describe any four functions of a destination management organisation (DMO) [10 marks]
- b) Explain the five types of tour operators in tourism [15 marks]

QUESTION 3

- a) Outline 10 steps involved in destination tourism planning [10 marks]
- b) Illustrate giving examples any 5 digital sources that a tourist might use to gather travel related information [15 marks]

QUESTION 4

- a) Describe any five functions of travel agencies [15 marks]
- b) Compare and contrast any three difference between a tour operator and a travel agent [10 marks]

QUESTION 5

- a) Explain any four disadvantages of car renting in the tourism industry [10 marks]
- b) Describe any five factors that determine the price of a cruise tour. [15 marks]

QUESTION 6

A group of ten students from Manicaland State University of Applied Sciences intends to visit the Great Zimbabwe Monuments in December.

Identify and explain the stages you will follow when developing the tour package [25 marks]

END OF EXAMINATION