



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRI-BUSINESS AND COMMERCE

DEPARTMENT: TOURISM, HOSPITALITY AND LEISURE SCIENCES

MODULE: TOURISM OPERATIONS ROOMS MANAGEMENT

CODE: THMA121

SESSIONAL EXAMINATIONS

DECEMBER 2023

DURATION: 3 HOURS

EXAMINER: DR V. BASERA

INSTRUCTIONS

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

Using relevant examples from the industry, explain any five features that differentiate traditional tourism from niche tourism [25 marks]

QUESTION 2

- a) Highlight ten steps involved in destination tourism planning [10 marks]
- b) Illustrate giving examples any five digital source of information in tourism [15 marks]

QUESTION 3

- a) Define tourism management. [2 marks]
- b) Briefly discuss any two benefits of destination management. [8 marks]
- c) Discuss benefits and impact of the Global Distribution Systems. [15 marks]

QUESTION 4

- a) State and explain any four critical challenges faced by destination management organisations (DMO). [10 marks]
- b) Discuss any five strategies employed by travel agents to fight disintermediation. [15 marks]

QUESTION 5

- (a) What is tourism operations management? [3 marks]
- (b) Explain the following types of tourist motivations for travel;
 - (i) Physiological motivations [4 marks]
 - (ii) Cultural motivations [4 marks]
 - (iii) Fantasy motivations [4 marks]
- (c) Why is it important for Tourism Operations Managers to understand the motivations for tourist travel? [10 marks]

QUESTION 6

- (a) Describe the different types of tourism demand [9 marks]
- (b) Using an airline or car hire of your choice, describe its most recent promotional program, noting the advantages and disadvantages of such promotion program. [16 marks]

END OF EXAMINATION