



HEBERT CHITEPO SCHOOL OF LAW AND BUSINESS SCIENCES

DEPARTMENT OF MANAGEMENT AND HOSPITALITY

BACHELOR OF COMMERCE DEGREE

LEVEL 1 SEMESTER 1

MAIN EXAMINATION

MODULE CODE

HHT111

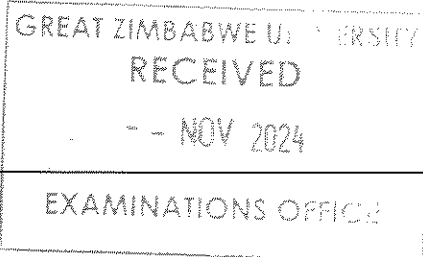
MODULE NARRATION

INTRODUCTION TO TOURISM AND HOSPITALITY INDUSTRY

DATE

DURATION

3 HOURS



INSTRUCTIONS TO CANDIDATES:

1. ANSWER ANY **FOUR** QUESTIONS
2. ALL QUESTIONS CARRY 25 MARKS
3. START EACH ANSWER ON A FRESH PAGE
4. AS MUCH AS POSSIBLE CITE RELEVANT EXAMPLES

QUESTION 1

Discuss any **five (5)** economic impacts of tourism development in developing countries.

[25 marks]

QUESTION 2

With the aid of a case study of your choice, elaborate Butler's (1980) Tourist Area Life Cycle.

[25 marks]

QUESTION 3

With the aid of a destination amalgam concept, carry out an appraisal of one country in the SADC as a tourist destination.

[25 marks]

QUESTION 4

Discuss any **five (5)** trends that are shaping the future of the tourism and hospitality industry.

[25 marks]

QUESTION 5

As an appointed tourism consultant, recommend any **five (5)** strategies for reducing the negative tourism physical impacts at a National Park.

[25 marks]

QUESTION 6

Elaborate the importance of measuring tourism demand in an economy of your choice

[25 marks]

END OF PAPER