



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension,
2020_1 Examination

Course Title: Global Tourism Issues
Course Code: HCM 444
Credit Unit: 2 Units
Total Score: 70 Marks
Time Allowed: 2 Hours
INSTRUCTION: Answer compulsory question 1 (25 marks) and any other 3 questions (15 marks each).

- 1a) Define tourism based on (*WTO, 1991* conference resolutions (6marks)
- 1b) State reasons why tourism is not accepted as an industry (3marks)
- 1c) Discuss the following motives for Collaboration
- i) Market entry and market position-related motives(4marks)
 - ii) Product-related motives (3marks)
 - iii) Resource use efficiency-related motives 3marks
 - iv) Market structure modification-related motives (3marks)
- d) List and explain the different categories of collaboration (3marks)
- 2a) Mention the major groups purposes for tourists and travelers' visitation and travel (3marks)
- b) State the responsibilities of WTO at the Ottawa conference (3marks)
- c) What are the means of identifying Tourism Consumption Expenditure (6marks)
- d) State the different elements used to define travelers as expressed by Dunn (3marks)
- 3a) List the variables that can be measured by TSA (6marks)
- b) List the artifacts kept as permanent exhibition located in six of the rooms that are dedicated to the life and work of Diana Relics: (3marks)
- c) Explain the need for Stakeholder Management in an organization (3marks)
- d) Helfert, Ritter, and Walter (2002) argued that four main relationship management 'task bundles' need to be performed in order for market orientation to be relevant in the collaborative relational sense. Briefly explain the task bundles. (3 marks)

- 4a) State the Different Industries that make up travel industry (4marks)
- b) Explain the requirements needed for collaboration (4marks)
- c) Discuss the Factor Catalyst for the Growth in Global Airline & Stakeholder Alliances identified by Oum and Park (1997 (7marks)

- 5a) Define the term “Carrying Capacity” (1.5marks)
- b) Why is International tourism refer to as an invisible export (3marks)
Explain the initiatives set aside for sustainable development and responsible consumption of Tourism (7.5marks)
- 5c) Describe who a visitor is based on statistical purposes (3marks)

- 6a) Explain the term tourism expenditure (2marks)
- 6b) “A tourist is a person travelling outside of his or her normal routine either normal (4marks)
- c) State the guidelines to Different Fields of Alternative Tourism as judged by Cazes (1989)
(6marks)
- d) Highlight the principle guiding alternative tourism in his purest form (3marks)