



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
2017 SECOND SEMESTER EXAMINATION  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES

Course Title: **Global Tourism Issues**

Course Code: **TSM 444**

Course Unit: 2

Time Allowed: 2: 30hrs

**Instruction: Any question 1 and any other 2 Questions**

- 1a. List and explain the elements in the definition of tourism? (5 Marks).
- b. Identify and explain economic contributions of tourism to the host destinations? (10 Marks).
- c. “No attraction no tourism”. Explain? (5 Marks).
- d. Highlight the usefulness of Tourism Satellite Account (TSA) to national economy? (10 Marks)

2. As a Tourism Management Scholar:

- a. Justify the quest for collaboration among tourism suppliers (10 Marks).
- c. List and explain the four principal features of collaboration (10marks).

**3a:** As the General Manager of the Destination Marketing Organization Port Harcourt, highlight environmental and socio-cultural effects of tourism to the residents? (6 Marks).

b: Tourism Alliance LTD is a merger of two tourism industries. As a tourism scholar, highlight to the CEO of Tourism Alliance LTD the key drivers to collaboration effectiveness? (6 Marks).

c. As the tourism consultant educate tourism students in NOUN on notable initiatives formulated to ensuring sustainable tourism development and responsible consumption of tourism products in Nigeria? (6 Marks).

d. As expert in special interest tourism, educate tourism scholars in NOUN on the characteristics of alternative tourists? (2 Marks).

4a. As the world experiences shifts in social values, this explains why stakeholders are working towards achieving sustainable tourism development at a global scale! As a tourism expert, explain to students on excursion, the meaning of sustainable tourism development? (5 Marks).

b. Enumerate to the students, the dimensions of sustainable tourism development? (10 Marks).

c. There appear to be too many limiting factors that hamper the usage of Carrying capacity management. Discuss? (5 Marks).

5a. Justify reasons for market segmentation in crafting tourism marketing strategy? (2 Marks).

b. Educate your friend on the reasons you will like to carry out SWOT Analyses before developing destination marketing strategy for your State? (10 Marks).

c. Identify the criteria for the following segmentation bases; (i) Socio-demographic, (ii) Geographic, (iii) Behavioural, and (iv) Psychographic? (8 Marks)