



NATIONAL OPEN UNIVERSITY OF NIGERIA
Faculty of Agricultural Sciences
Dept. of Agricultural Economics and Extension
2020_2 Examination

Course Title: Global Tourism

Course Code: HCM444

Credit Unit: 2Units

Total Score: 70 Marks

Time Allowed: 2 hrs

INSTRUCTION: Answer questions one and any other three .

1a) Discuss six (6) Environmental and Ecological Costs of Tourism Development (6marks)

1b) Explain four Factor Catalysts for the Growth in Global Airline and Stakeholder Alliance as identified by Oum and Park (1997) (4marks)

c) Enumerate the major groups purposes for tourists and travellers visitation and travel. (3marks)

d) Explain four main relationship management ‘task bundles’ For market orientation to be relevant in the collaborative relational sense, as argued by Helfert, and Ritter (4marks)

e) Highlight six (6) Sources of Tourism Consumption Expenditure (3marks)

f) Differentiate between ‘relational exchange theory’ and ‘resource dependencyTheory’(5 marks)

2a) Explain the following: (6marks)

i) Non-equity arrangement as the least developed form of collaboration by Terpstra and Simonin (1993),

- ii) The two types of collaboration
- iii) tourism expenditure
- iv) 'Joint venture' as a form of collaboration
- v) Effects of Growth in Global Airline and Stakeholder Alliance

2b) Describe (6) six Motives for Collaboration in tourism industry (6marks)

2c) Briefly highlight three (3) distinguishing features of a tourism product (3marks)

3a) Define the following terms (6marks)

- i) Carrying capacity
- ii) Alternative tourist' according to Krippendorf (1987)
- iii) Sustainable development according to (WCED, 1987).
- iv) The concept of 'stakeholder' according to Freeman's classic definition

3b) Enumerate four (4) criteria used by management of tourism destinations in carrying out market segmentation of tourists (4marks)

3c) Enumerate Guidelines to five (5) Different Fields of Alternative Tourism (5marks)

4a) Discuss four (4) principal features of collaboration(6marks)

4b) Briefly explain five major dimensions that reflect the general multidimensionality and interdisciplinary concerns

can be discerned within the various considerations of sustainable tourism development.(6marks)

4c) Using the classical 'four Ps' framework (i.e., product, price, promotion, and place) describe tourism marketing (3marks)

5a describe the Three (3) steps involved in stakeholder management process as proposed by Freeman (1984) (4.5marks)

5b) Briefly explain five (5) factors that drive sustainable tourism (7.5 marks)

5c Highlight the distinguishing features of tourism product (3marks)

6a Write short notes on any two (2) of the following the following; (5mks)

i Same-day visitor

ii Cruise Visitor

iii Tourism

iv Tourism Industry

6b) State 5 points each for advantages and disadvantages of tourism (10 marks)