

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMERCE**  
**DEPARTMENT OF BUSINESS MANAGEMENT**  
**FINAL EXAMINATIONS - MAY 2011**  
**HOSPITALITY AND TOURISM MARKETING - CBU 4205**  
**TIME ALLOWED: 3 HOURS 30 MINUTES**

**INSTRUCTIONS TO CANDIDATES**

Answer question **One** and any other **Three** questions in section B.

**INFORMATION TO CANDIDATES**

- i) Section A carries 40 marks.
- ii) Each question in Section B carries 20 marks.
- iii) Questions may be answered in any order.
- iv) Credit will be given for the **use of appropriate examples**.
- v) This paper contains **Seven** questions.

**Question 1**

**SECTION A**

**CASE STUDY : LUSANNE TOURISM OFFICE AND CONVENTION BUREAU**

**Required**

- a) How may Lausanne City boost its tourism? **[10 Marks]**
  
- b) You have been retained by Lausanne City as a consultant to conduct research on why people visit Lausanne and what they think of their experience. Draft/design a questionnaire to gather useful information for this task. **[20 Marks]**
  
- c) Conduct an analysis of exhibits 1 to exhibit 7. **[10 Marks]**

**SECTION B**

**Question 2**

Discuss the various reasons why international tourists travel. **[20 Marks]**

**Question 3**

Sustainable tourism is the life blood of tourism. Discuss the various national indicators of sustainable tourism. [20 Marks]

**Question 4**

Discuss the factors that influence tourism development. [20 Marks]

**Question 5**

'Zimbabwe: a world of wonders.' How would you market Zimbabwe as a tourism destination of first choice? [20 Marks]

**Question 6**

You have been appointed the customer services manager of a two star hotel in Zimbabwe. How would you improve the level of services in your hotel? [20 Marks]

**Question 7**

Tourists intending to visit Zimbabwe need some information before they embark on their journeys to this country. Discuss this statement. [20 Marks]

**END OF EXAMINATION**