



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16, AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS**  
**SCHOOL OF MANAGEMENT SCIENCES**  
**MARCH 2014 EXAMINATIONS**

**Course Code: TSM 444**

**Credit Unit: 2.**

**Course Title: Global Tourism Issues**

**Time Allowed: 2 Hours.**

**Instructions: 1. Attempt Question 1 and any other three (2) Questions.**

**2. Question 1 is compulsory and carries 30 marks while the other 2 Questions carry 20 marks each.**

**Question 1**

- a) Differentiate between International Tourism and Domestic Tourism.
- b) Discuss the structure and dimension of travel in tourism.
- c) What are the sources of Tourism Consumption Expenditure in relation to Economic Impact of tourism?

**Question 2**

Mention and discuss various initiatives that are in place for ensuring sustainable development and responsible consumption in global tourism.

**Question 3**

- a) Explain the term Alternative tourism.
- b) Identify and discuss the guidelines enunciated by Cazes (1989) that may be applied to six different sectorial fields in alternative tourism.

**Question 4**

- a) What is the view of Savage et al (1991) regarding the concept of stakeholders in global tourism?
- b) Mention and discuss major partners as provided by the World Tourism Organization (1993) in Sustainable Tourism Development

**Question 5**

- a) List and explain the most typical criteria and bases for segmentation in global tourism.
- b) Mention the two (2) steps involved in commonsense segmentation in global tourism.