



**ELIZADE UNIVERSITY**

**ILARA-MOKIN**

**ONDO STATE**

FACULTY: MANAGEMENT & SOCIAL SCIENCES  
DEPARTMENT: MASS COMMUNICATION  
SECOND SEMESTER EXAMINATIONS  
2016/2017 ACADEMIC SESSION

COURSE CODE: MAC 410

COURSE TITLE: TOURISM COMMUNICATION (TC)

DURATION: 2 HOURS

HOD'S SIGNATURE

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**INSTRUCTIONS:**

- (a) Answer question 5 and any other **TWO** questions.
- (b) Candidates must write their matriculation numbers clearly in the  
page space(s) provided. Where additional sheets are used, each  
page should carry the numbers.
- (c) All Questions carry equal marks
- (d) All answers must be clearly and correctly numbered
- (e) Write legibly on both sides of the page. Rough work (if any) must  
be crossed out neatly after use

1. "Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home." Discuss
2. Identify 8 types/categories of tourists and explain clearly 3 of them giving the purpose, active participants, advantages, disadvantages and how communication facilitates such engagements.
3. Compare and contrast alternative and mass tourism using at least five different factors.
4. There are many beliefs about tourism in Nigeria and indeed the world over about the great things that can be achieved through tourism. Some of these are true while some are not. Identify 6 tourism myths and realities and discuss 3 of them.
5. Tourism is experiential in all its ramifications. Choose any tourism site you are familiar with and write an article for an online media that can ignite and attract tourists' attention to the place.