

2018\_2 EXAMINATION

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF TOURISM STUDIES

COURSE TITLE: TOURISM ENTREPRENEURSHIP

COURSE CODE: TSM 442

COURSE UNIT: 2

**TIME ALLOWED: 2:00 HOURS**

**Instruction: Answer Question 1 and any other two (2) Questions**

1ai. State the several basic forms of tourism with its pictorial chart (5mks).

1.Aii Identify the specific measures of tourism demand (5mks).

1.Bi. State the major groups rationales for tourist and travellers visitation and travel.

(5mks).

1.Bii. Highlight the basic tourism consumption expenditure (5mks).

1ci. (1) Tourist (2) Passengers (3) Tourism (4) Cruise Visitors (5) Same-day-visitor (5mks).

1Cii. List “5” Issues measured by TSA. And what do you understand by tourism expenditure (5mks).

2A. Explain the concept of entrepreneurship (5mks).

2B. Briefly describe the followings (1) Intra-Preneurship (Ii) Entrepreneurial Ventures (5mks).

2C. Highlight the concept of sustainable Tourism (5mks).

2D. State the stages of growth in Entrepreneurial Venture (5mks).

3A. State the advantages of tourism (5mks).

3B. Sketch out traveller typology and state the Definition of visitors/tourist in different

dimensions (10mks).

3C. Discuss the system of tourism (5mks).

4A. Highlight and discuss types of entrepreneurial venture (10mks).

4B. Identify and explain the contributions entrepreneur Tourism venture business can make to nations welfare (10mks).

5A. What are the major causes of business failure (10mks).  
5B. Discuss 5 sub-stages of small Business development and sketch out basic strategic management models (10mks)