



2019\_2 EXAMINATION  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES

Course Title: Tourism Entrepreneurship

Course Code: **TSM 442**

Course Unit: 2

Time Allowed: 2: 00hrs

**Instruction: Answer any three (3) Questions**

**Question One (1)**

- (1a). Critically examine the scope of tourism in relation to the definition of Fyall and Garrod (8marks)
- (1b). Identify and explain the basic tourism units (6marks)
- (1c). Explain the scope of knight's classification of the three types of uncertainty in entrepreneurship (9marks)

**Question Two 2)**

- (2a). Explain the concept of sustainable tourism development, entrepreneurial tourism and the beneficiaries of sustainable development (9marks)
- (2b). Explain the roles of the various teams in tourism (6marks)
- (2c). Highlight and discuss the four (4) stages of growth in entrepreneurial ventures (8marks)

**Question Three (3)**

- (3a). Discuss vividly the advantages and disadvantages of tourism (10marks)
- (3b). Identify and explain the various types of entrepreneurial ventures (7marks)
- (3c). A typical business firm usually considers three strategies, discuss any two (2) strategies (6marks)

**Question Four (4)**

- (4a). Explain the following with examples:
  - 1. Classic entrepreneurs (3marks)
  - 11. Intrapreneurs (3marks)
  - 111. Change Agent (3marks)
- (4b). List the four reasons for becoming an entrepreneur (4marks)
- (4c). List the possible triggering events that act as stimuli for a change in strategy (10marks)

**Question Five (5)**

- (5a). Discuss the four entrepreneurial characteristics (12marks)
- (5b). Evaluate at least five causes and consequences of entrepreneur tourism challenges and experience (11marks)