



NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM STUDIES
2021_1 EXAMINATION

COURSE TITLE: Cultural Tourism
COURSE CODE: TSM 403
COURSE UNIT: 2 Units
Time Allowed: 2:00 hours
Instruction: Answer any three (3) Questions

1. (a) Define 'budgeting' as a component of strategic planning **3 marks**
(b) i. Outline five (5) steps involved in preparing a budget for a business organization. **5 marks**
ii. Explain briefly any four (4) steps mentioned in 1(b) above. **12 marks**
(c) List three (3) components of Strategic planning. **3.3 marks**
2. (a) i. Outline six (6) advantages of "time-share vacation" in vacation ownership tourism. **6 marks**
ii. State three (3) direct positive environmental impacts of tourism. **3.3 marks**
(b) List four (4) factors that have influenced the vacation ownership tourism. **4 marks**
(c) Explain briefly four (4) of the listed factors in 2(b) above. **10 marks**
3. (a) Explain five (5) importance of Air Travel in cultural tourism. **10 marks**
(b) The Bermuda agreement, which becomes a model for bilateral negotiations among nations, has six freedom of Agreement, list five (5) of these agreements. **10 marks**
(c) State three (3) problems of passenger transportation in the Transportation System. **3.3 marks**
- 4.(a) Briefly explain five (5) factors that determine the conditions for leisure. **10 marks**
(b) Enumerate the reasons for keeping ecotourism destinations small. **10 marks**
(c) A 'place of residence' is considered as a vital factor for determining the meaning, types, and uses of leisure. List three (3) reasons for this. **3.3 marks**