



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY, VICTORIA ISLAND, LAGOS
SCHOOL OF MANAGEMENT SCIENCES
JANUARY/FEBRUARY 2013 EXAMINATION**

COURSE CODE: T S M 442

COURSE TITLE: Tourism entrepreneurship

CREDIT UNITS: 2

TIME ALLOWED:

2 HOURS

Instructions: 1. Attempt question number one (1) and any other two (2).

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

3. Present all your points in coherent and orderly manner.

Define the following terms

- 1a. Tourists, travelers, Tourism, tourism industry, cruise visitor
 - (b) highlight the major groups for tourist and travelers visitation and travel.
 - (c) Explain briefly the three broad categories of tourist expenditure
 - (d) identify five other measures of tourism demand
- 2 a. explain the three types of uncertainty about entrepreneurship classified by knight (1833).
 - b. Described what is meant by "the gale of creative destruction" in industrial management.
 - c. Identify four stages of small business growth.
 - d. In considering small business growth stages, in which stage does the entrepreneur reach a major mile stone and how he / she overcome it all.?

Question 3 (20marks)

- 3a. what are the advantages of tourism ?
- (b). highlight the three primary aims by the international conference on travel and tourism statistics (1991).
- © Discuss types of entrepreneur roles

Question 4 (20marks)

- a. list at least six features of craft man entrepreneur.
- b. what is strategy?
- c. Described three types of strategy
- d. Enumerate at least four basic element of strategic management

Question 5 (5marks)

- a itemize any ten areas in which an organization might establish its goals and objectives.
- b. Define computer ?
- c. List five main components of a computer system.
- d. state the three special contribution of entrepreneur venture business.