Course Title: TOURISM ENTREPRENEURSHIP
Course Code: HCM 442
Credit Unit: 2 Units
Total Score: 70 Marks
Time Allowed: 2 Hours
INSTRUCTION: Answer compulsory question 1 (25 marks) and any other 3 questions (15 marks each).

1a.   Briefly explain the following elements of tourism dimension (10 Marks).
     i.   Purpose of trip
     ii.   Distance travelled
     iii.   Duration of trip
     iv.   Residence of traveler
     v.   Mode of transportation

1b.   Mention and briefly explain the two (2) distinct categories of travelers (5 Marks)

1c.   Briefly explain the following terms in tourism industry (10 Marks)
     i.   Border Shopper

     ii.   Travelers

     iii.   Passengers

     iv.   Tourism

     v.   Tourism Industry

2a.   State five (5) major group purposes for tourists and travelers' visitation and travel (5 Marks).

2b.   What do you understand by sustainable tourism? (3 Marks)

2c.   Mention seven (7) twentieth-century examples of new products created by Entrepreneurial ventures and firms (7 Marks).

3a.   State four (4) advantages of tourism (6 Marks).

3b.   Explain the following elements of strategic management (6 Marks)

     i.   Environmental scanning

     ii.   Strategy formulation

3c.   Mention three (3) controllable factors that may contribute to sales (3 Marks).

4a. List four (4) elements of strategic management model in tourism (3 Marks).

4b. State the eight (8) steps to improve the making of strategic decisions of   entrepreneurs by Mintzberg (8 Marks).

4c. Discuss briefly the how the unflinching entrepreneurial spirit of the entrepreneur is the strongest force in achieving bright future for small businesses (4 Marks).

5a. Explain the following characteristics of entrepreneur and success trail (10 Marks).
   i. Vision
   ii. Tolerance for failure
   iii. Creativity
   iv. Characteristics of Entrepreneur and success trail
   v. Tolerance for ambiguity

5b. Explain how the government support programmes and the emergence of private-sector programmes and initiatives help to re-sharpen the future of small businesses (5 Marks).

6a. List the five (5) sub-stages of small business development (2 Marks).

6b. Briefly explain the five (5) sub-stages of small business development mentioned in 6a. above (10 Marks).

6c. State two (2) basic reasons for the increase in use of computer system in small businesses (3 Marks).