



**2020\_2 EXAMINATION**  
**DEPARTMENT OF TOURISM STUDIES**  
**FACULTY OF SOCIAL SCIENCES ...**

**Course Title:** TOURISM ENTREPRENEURSHIP

**Course Code:** TSM 442

**Course Unit:** 2

**Time Allowed:** 2: 00hrs

**Instruction: Answer any three (3) questions (All questions carry equal marks 23.3)**

1. (a) In relation to tourism palace, briefly define the following :
  - i. Visitors (2 marks)
  - ii. Tourists (2 marks)
  - iii. Passengers (2 marks)
  - iv. Commuters (2 marks)(b) (i) Briefly explain the term tourism industry (6.3 marks)  
(ii) List six (6) services provided by tourism industry (9 marks)
2. (a) Enumerate the three elements of the international definitions of structure and dimensions of Travel that most countries have adopted (6.3marks)  
(b) Outline the two other dimensions or elements that are sometimes used to define travelers. (4 marks)  
(c) Explain briefly all the elements enumerated in 2 (a & b) above (13 marks).
3. (a) Define *Tourist* based on the definition arrived at in the Conference on International Travel and Tourism held in Rome in 1963. (5.3 marks)  
(b) Explain briefly the two (2) distinct categories of travelers (4 marks)  
(c) Explain the major groups' purposes for tourists and travelers visitation and travel? (14 marks)
4. (a) Define tourism expenditure based on Conference Board of Canada in year 2006 (5 marks)  
(b) Explain briefly the three broad categories of tourist expenditures (9 marks)  
(c) i. Who is an Entrepreneur? (3.1 marks)  
ii. Explain the meaning of Cruise Visiting (CV) (3.1 marks)  
iii. What is Same-day visitor? (3.1 marks)
5. (a) Explain briefly four (4) stages of small-business growth (12 marks)  
(b) Explain briefly the entrepreneurial roles (2 marks)  
(c) According to Smith, explain the characteristics of the education of the craftsman entrepreneur. (9.3 marks)