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NATIONAL OPEN UNIVERSITY OF NIGERIA

University Village, Nnamdi Azikiwe Expressway, Plot 91, Cadastral Zone, Jabi, Abuja Faculty of Agricultural Sciences, Dept. of Agricultural Economics and Extension, PoP Examination, SEPTEMBER, 2020 1

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).

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- 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).