



**DEPARTMENT OF TOURISM STUDIES  
FACULTY OF SOCIAL SCIENCES  
NATIONAL OPEN UNIVERSITY OF NIGERIA**  
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi Abuja  
**2025\_2 EXAMINATIONS**

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**Course Title:** Concept Design and Feasibility

**Course Code:** TSM 342

**Course Unit:** 2

**Time Allowed:** 2:00hrs

**Instruction:** Answer any three (3) questions

**Question 1:**

- a. What do you understand by tourism demand? **(3.3 marks)**
- b. Highlight five (5) issues affecting tourism demand. **(7.5 marks)**
- c. Briefly discuss five (5) issues affecting tourism demand. **(12.5 marks)**

**Question 2:**

- a. As a prospective tourism concept design and feasibility expert, how would you explain cash flow forecast to a tourism professional? **(5.3 marks)**
- b. Enumerate five (5) simple cash flow form filling principles. **(7.5marks)**
- c. Identify five (5) difficult overhead payments when filling a cash flow form. **(7.5marks)**

**Question 3.**

- a. Briefly discuss Cost-Benefit Analysis **(3.3 marks)**
- b. Discuss any four (4) importances of Cost-Benefit Analysis to Dr Orimaye, who is conducting feasibility study on tourism projects for business, governmental and non-governmental organizations. **(16 marks)**
- c. Draw distinctions between Cost-Benefit Analysis in Business and Cost-Benefit Analysis in Non-Business Entities **(4 marks)**

**Question 4.**

- a. Define tourism feasibility study. **(3.3 marks)**
- b. Identify any four (4) key segments in a tourism investment feasibility study. **(8 marks)**
- c. Briefly discuss any two (2) significant kinds of information a person determining the feasibility of a tourism project will need on each of the key segment identified above. **(12 marks)**