



**FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF TOURISM STUDIES  
NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi Abuja**  
**2025\_1 EXAMINATION....**

**Course Title:** TOURISM ENTREPRENEURSHIP

**Course Code:** TSM 442

**Course Unit:** 2 Units

**Time Allowed:** 2: 00hrs

**Instruction:** Answer any three (3) Questions Only

**Question One (1)**

- (a) Explain four (4) factors influencing tourism enterprises globally **16marks**
- (b) Briefly explain with examples what an intrapreneur is. **4marks**
- (c) Mention three (3) types of tourism enterprises **3.3marks**

**Question Two (2)**

- (a) Define sustainable tourism **4 marks**
- (b) Mention two (2) focus of sustainable tourism **3.3 marks**
- (c) Explain four (4) benefits of sustainable tourism as it affects economic activities **16marks**

**Question Three (3)**

- (a) Briefly explain the adaptive mode in the entrepreneurial life cycle **3.3 marks.**
- (b) List eight (8) characteristics of entrepreneurs **4 marks**
- (c) Explain four (4) economic contributions of entrepreneurs in tourism **16marks**

**Question Four (4)**

- (a) Explain four (4) causes of entrepreneurial venture failure **16 marks**
- (b) Mention four factors that affect entrepreneurs' working capital **4 marks**
- (c) Enumerate three (3) factors that affect entrepreneurial profits **3.3 marks**