CHUKA   **UNIVERSITY**

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

BTOM 381: TOURISM RESEARCH METHODS AND DESIGN

STREAMS: BTOM Y3S1   **TIME: 2 HOURS**

DAY/DATE: WEDNESDAY 5/12/2018   **2.30 P.M - 4.30 P.M.**

INSTRUCTIONS:
- **Answer ALL Questions in Section A and any TWO in Section B**
- **Do not write on the question paper**

SECTION A: ANSWER ALL QUESTIONS - [30 MARKS]

1. Using a problem tree, indicate the linkage between a research problem and title.   [4 Marks]

2. Read the following significance of the study and answer the questions that follow: "Use of security surveillance systems will enable hotels in Kilifi town detect terrorism incidences while devising amicable strategies to prevent terrorists' access". The tour operations business will experience more revenues due to minimized terrorism incidences.

    (a) Suggest a suitable title for the study.   [2 Marks]
    (b) Develop a conceptual framework for the study.   [4 Marks]
    (c) Describe a suitable theoretical framework for the above study.   [4 Marks]

3. Distinguish the application of case control design and coholt research designs tourism.
                                                                              [4 Marks]

4. How does randomization affect data collection process?   [4 Marks]

5. Describe the main issues considered during data management.   [4 Marks]

6. Describe the concept of data variability while showing ways of attaining it.   [4 Marks]

SECTION B: CHOOSE TWO QUESTIONS IN THIS SECTION. [40 MARKS]

7. (a) Discuss various types of reviews applied in literature review section of a proposal.

[10 Marks]

(b) Develop and interview check list for a study titled "*Impact County Financial Incentives on Rural Tourism Investment Rate and Community Benefits in Samburu, Kenya*".

8. (a) Explain various probability sampling methods applicable in tourism.   [10 Marks]

   (b) Discuss the application of cluster analysis in tourism research.   [4 Marks]

9. (a) Explain various parametric tests applicable in tourism data analysis.   [10 Marks]

   (b) Explain ethical issues considered to achieve an effective and legal research process.

[10 Marks]

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