

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BTOM 381: TOURISM RESEARCH METHODS AND DESIGN

STREAMS: BECO, BTOM Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Read the instructions in each section**
- **Switch off your Mobile Phones**
- **Cheating is not allowed**

SECTION A (Answer All Questions in this Section) (30 Marks)

1. Read the following research problem and answer the questions that follow.

Many urban destinations have developed event tourism as a product diversification strategy. While many events have been well branded, the extent to which such brands are differentiated remains questionable. Inadequate brand differentiation has resulted to limited sales and revenues due to inadequate product appeal.

- a. Develop a suitable title for the above problem. (3 marks)
- b. Develop 2 objectives for this study. (4 marks)
2. Develop a conceptual framework for the above study in question 1. (5 marks)
3. Read the following title and answer the following questions.
Contribution of soccer tourism activity planning on the number of tourists and revenues in Mombasa city.
 - a. Explain the significance of this study. (5 marks)

- b. Describe the possible target population and the sample of the study. (5 marks)
- 4. Differentiate between Experimental research design and quasi experimental research design. (4 marks)
- 5. Briefly describe the methods of ensuring randomization during data collection. (4 marks)

SECTION B (Choose Two Questions in this Section) (40 Marks)

- 6. Develop an interview schedule for the study “ *Impact of on-job training on operations costs and employee productivity in Nanyuki Town tourists rated hotels*” (20 marks)
 - 7. a. Explain the main steps of the data analysis process when using a statistical software (10 marks)
b. Explain the typical difference in the application of Regression test and ANOVA test during tourism data analysis. (10 marks)
 - 8. Discuss the criteria for measuring data variability in data analysis. (20 marks)
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