

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**RESIT/SPECIAL EXAMINATION**

**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 Y3S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 02/02/2021**

**8.30 A.M – 10.30 A.M.**

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**INSTRUCTIONS:**

- Answer all questions in section A
- Choose two questions in section B
- Cheating is not allowed

**SECTION A: 30 MARKS**

1. Differentiate between induction and deduction as used in tourism research (4 marks)
2. Develop a problem tree describing a research problem in the tourism industry  
(5 marks)
3. Identify a research topic of your own and develop 3 objectives from it (5 marks)
4. Develop a conceptual framework for the topic developed in question 3 above  
(6 marks)
5. Briefly explain the most common research designs applied in tourism research  
(5 marks)

6. Briefly describe the methods of ensuring randomization during sampling and data collections (5 marks)

**SECTION B: 40 MARKS**

7. Develop and interview schedule for a research titles "*Impact of Ecotourism Facilities Development on Tourist Average Stays in LEWA Conservancy*" (20 marks)
  8. Discuss the qualitative techniques used in tourism data analysis (20 marks)
  9. Discuss the quantitative techniques used in analyzing tourism data (20 marks)
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