



## tourism

**Monday, 26/7/2021**

**08:30 – 11:30 AM**

**Names**

**Index number**

TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

## QUESTIONS and ANSWERS BOOKLET

**OPTION / TRADE: TOURISM**

**SUBJECT: Performing community based tourism**

ACADEMIC YEAR: 2020-2021

Read carefully the instructions on page (i) & (ii).

**FOR EXAMINER'S USE ONLY**

[illegible]



# TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

## **INSTRUCTIONS TO CANDIDATES: PART I (Answer Booklet)**

1. A candidate should fill in the actual names and the index number on the cover of this questions and answer booklet on the provided place (Black Box).
2. It is illegal for a candidate to write any of his/her names, index number or a school name inside the answer booklet.
3. A candidate should check if all pages of the answer booklet are complete. No candidate should remove or tear any pages or part of it from the answer booklet.
4. A candidate should answer in the language in which the examination is set. (See page **(ii)**)
5. A candidate should sign on the sitting plan when submitting the answer booklet. He/she has also to check if the answer booklet is well sealed.
6. No extra paper is allowed in the examinations room. If a candidate is caught with it his/her results will be nullified.
7. No candidate is allowed to write answers not related to the subject being sat for, otherwise it will be considered as a cheating case.
8. Write your answers on the 12 lined pages (From page 1 of 12 to page 12 of 12).
9. Use the last non-lined pages as draft.
10. Results for any candidate who is caught in examination malpractices are nullified. The cheating can be recognized during examinations administration, marking exercise or even thereafter.

# **TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021**

**OPTION/TRADE: TOURISM**

**SUBJECT: Performing community based tourism**

**DURATION: 3 hours**

## **INSTRUCTIONS TO CANDIDATES: PART II (Question Paper)**

The paper is composed of two (2) Sections as follows:

**Section I: Attempt all the Twelve (12) questions (60 marks)**

**Section II: Attempt any Four (4) questions out of Six (6) (40 marks)**

### **Allowed materials:**

- Ruler or square
- Calculator

### **Note:**

***Every candidate is required to carefully comply with the provided assessment instructions.***

**Section I : Attempt all the Twelve (12) questions****(60 marks)**

- 01.** Differentiate the 'CBT' from Responsible Tourism. **5 marks**
- 02.** Explain briefly two (2) community features or assets of a destination by giving two examples. **5 marks**
- 03.** Tourism industry is beneficial for everyone, even if sometimes it brings negative impacts. Analyze cost benefits according to tourism opportunities which should be considered by local communities so that they promote and perceive positively the community based tourism. **5 marks**
- 04.** Tourism industry is composed by multiplicity of opportunities in which the community plays a great role. With two examples for each; explain the following two opportunities of community based tourism in which local community used to participate.
- a) Cultural tourism
  - b) Eco-tourism
- 5 marks**
- 05.** Mention five (5) roles of local authorities in respect to tourism policy in accordance with community based tourism. **5 marks**
- 06.** Suppose that one of the local tourism business member needs you for support related to setting price for their community based tourism products, explain three pricing strategies you should advise them to follow while setting the price of their products. **5 marks**
- 07.** In general, tourists from different origins have different purposes to travel to a given tourism destination, and market segmentation is one among the techniques used to respond to these different purposes,
- a) Explain the term "market segmentation".
  - b) Mention 3 significance of marketing segmentation in tourism business especially for community based tourism projects.
- 5 marks**

- 08.** Assume that A number of people might be interested in your product if it's priced right and to ensure their satisfaction you will need to divide them up into different categories of groups of potential buyers with similar characteristics:
- a)** How do we call this activity of dividing customers into different categories of groups of potential buyers with similar characteristics?
  - b)** Using examples identify two (2) main Bases for Segmenting Consumer Markets. **5 marks**
- 09.** When you work as a guide, it is good to make sure that the tours you used to lead don't negatively change/damage the local culture, people or the environment but rather have positive effects on the communities' culture you visit. Mention five (5) reasons why it is important for Tour Guides to demonstrate respect for local culture. **5 marks**
- 10.** The term MICE represents a sector of tourism which is in another term called "business tourism" and where MICE is an attraction, it attracts tourists as spectators and also as participants in the events based tourism products:
- a)** Write the acronym "MICE" in full word. **2 marks**
  - b)** Write any three (3) Reasons for MICE in tourism especially for community based tourism. **3 marks**
- 11.** Suppose that you are appointed by local community to collaborate about the community based tourism business with local authorities in respect to tourism policy:
- a)** Define the term "tourism policy"
  - b)** Explain to these local communities at least three (3) tourism policies which you will collaborate with. **5 marks**
- 12.** The term "Cultural tourism" is a term which is commonly used in community based tourism and it is particularly attractive because of the bundle of benefits it can deliver to local communities:
- a)** Define the term "Cultural tourism"
  - b)** Identify any (3) main benefits it can deliver to local communities. **5 marks**

**Section II: Attempt any Four (4) questions out of Six (6) (40 marks)**

13. Selling is a professionalized field; hence, there are processes that one should follow in order to achieve sales objectives including sales promotion:
- a) Briefly define the term “sales promotion” **2 marks**
  - b) Explore four (4) objectives of sales promotion. **4 marks**
  - c) Identify four (4) tools of sales promotion. **4 marks**
14. Even if it can bring problems, sometimes tourists want to interact with local community in relation to tourism:
- a) Identify any six (6) problems brought by tourism to local communities. **6 marks**
  - b) Explore four (4) ways you should use for approaching local community so that the problems may be minimized. **4 marks**
15. Material and non-material culture components are particularly attractive because of the raft of benefits they can deliver to local communities:
- a) Identify examples of each of material and non-material of culture **6 marks**
  - b) “Talk to relevant people and read relevant documentation” are the techniques used to minimize negative impact on the culture, people and environment. Briefly, discuss about them. **4 marks**
16. Guiding requires that the tour guides be knowledgeable regardless of where they work and who they work for, are bound to communication. However, this knowledge is useless if the guide cannot pass it on to the visitors in a useful and helpful manner particularly for tour briefing:
- a) Briefly describe the key types of tour briefing. **3 marks**
  - b) Identify any seven (7) briefing steps you will follow so that you successfully apply Community Based Tourism Guiding Skills. **7marks**

**17.** A customer has booked your community based tourism activities and products, but due to different circumstances, the tour become difficult for you to be accomplished as planned by tourists and they start complaining about your delivered service.

**a)** Explain two common types of customer complaints in tourism industry.

**4 marks**

**b)** Discuss about six (6) common procedures of handling customer complaints will you follow to resolve the problem

**6 marks**

**18. a)** Highlight five (5) factors to consider when choosing an interpretive activity

**5 marks**

**b)** Discuss about five (5) types of interpretive activities used when interpreting tourism products and activities.

**5 marks**





