



TRS- Developing Tourism Products
T142

Tuesday, 27/7/2021

08:30 – 11:30 AM

Names.

Index number

TVET NATIONAL EXAMINATION, RTQF LEVEL 5, 2020-2021

QUESTIONS and ANSWERS BOOKLET

OPTION/TRADE: TOURISM

SUBJECT: Developing Tourism Products

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: Developing Tourism Products

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. Explain the following terms:

- a) Tourism product
- b) Tourism
- c) Tourist
- d) Market segmentation
- e) Target market.

5 marks

02. List two (2) main types of tourism products and valid examples for each type.

5 marks

03. Using two (2) examples, identify the types of tourism products found in Rwanda.

5 marks

04. Enumerate at least five (5) significance of tourism in the development of Rwandan economy.

5 marks

05. What are the tourism product features?

5 marks

06. List down the five (5) promotional methods.

5 marks

- 07.** What are the cost benefits analysis procedures you should use when you are required to develop tourism products?
5 marks
- 08.** Enumerate the bases of market segmentation.
5 marks
- 09.** List and Explain any five (5) elements of tourism product.
5 marks
- 10. a)** Distinguish between accessibility and attractiveness as features of the tourism product.
- b)** What is the uniqueness of Volcanoes national park compared to other national parks in Rwanda?
5 marks
- 11.** Enumerate any five (5) market segmentation criteria.
5 marks
- 12.** Indicate five (5) phases of tourism experience.
5 marks

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

40 marks

13. Enumerate any five (5) characteristics of tourism product.

10 marks

14. Provide five (5) common ways you should use to handle guest complaints.

10 marks

15. List down any ten (10) stake holders of tourism.

10 marks

16. Why is it very important to conduct market research before starting new business?

10 marks

17. The profit can be determined in accordance with cost –benefits in tourism product development:

a) Explain the cost -benefits analysis procedures.

7 marks

b) Talk about the cost -benefits analysis principles.

3 marks

- 18.** Rwanda Development Board (RDB) would like to recruit you as a manager of all Rwanda national parks which are Akagera national park, Gishwati Mukura national park, Nyungwe national park and Volcanoes national park. In order to be selected among other candidates, you are required to identify the geographical location of each park, establishment dates of each park and two species of animals which have been recently introduced in Akagera national park. **10 marks**

