ELIZADE UNIVERSITY

ILARA-MOKIN, ONDO STATE, NIGERIA

FACULTY: SOCIAL AND MANAGEMENT SCIENCES
DEPARTMENT: HOTEL MANAGEMENT AND TOURISM
SECOND SEMESTER EXAMINATIONS
2018/2019 ACADEMIC SESSION
COURSE CODE: HTM 304
COURSE TITLE: RESERCH METHOD FOR HOSPITALITY AND
INTERNATIONAL TOURS
DURATION: 2 Hours

HOD`S SIGNATURE

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO

1a. Explain the following terms with appropriate examples.
  i.   International Tourism (2marks)
  ii.   Outbound Tourism (2marks)
  iii.   Inbound Tourism (2marks)
  iv.   Tourist Arrival (2marks)
  v.   Tourist Receipt (2marks)

1b. Justapox the relevancies of tourism research to the development of Osun Osogbo Grove UNESCO World Heritage Site (7marks).
1c. Justify reasons for literature review in tourism research (5marks).
1d. Advocate for the need to promote the Center for Black African Arts and Culture as a brand of international tourism product (8marks).

2a. As a Tourism management scholar, model the classification of tourism organisations based on different sectors (7marks).
2b. Highlight activities of the United Nations World Tourism Organisation as it relate to development of international tourism in Nigeria (8marks).
2c. Justify the need for tourism organisations in the development of international tourism in Nigeria (5marks).

3a. Aa a tourism development consultant to the Center for Black African Arts and Culture Osogho, itemize relevance services of International Air Travel Association (IATA) to boost the center (7marks).

3b. Fill the spaces numbered in the Table below (13marks);

Objective	Research Design	Data Analysis
1.	Survey	Simple Percentage
2.	Correlational	3.
		4.
To validate an instrument		5.
		6.
To assess the influence of IV (Different groups) on DV of the existing situation without any manipulation of the IV.	7	8.
To assess the influence of IV (The groups are different age groups) on DV of the existing situation without any manipulation of the IV.	Cross-sectional	9.
		10.
		11.
12.	Quasi-experiment	t-test
		MANOVA
		13.

4a. Explain the term Tourist Attractions? (4 Marks).

4b. Explain the classification of tourist attractions in Nigeria as suggested in Okoli (2001)? (10 Marks).

4c. Model the six tourism regions as classified on the basis of volume of tourists and the concentration of popular products and destinations? (6 Marks).

5a. No stereotyped definition for tourism research. Discuss? (10 Marks).

5b. Explain the aims and functions of United Federation of Travel Association? (10 Marks).