



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR  
SECOND YEAR SECOND SEMESTER**

**SCHOOL OF NATURAL RESOURCES,  
ENVIRONMENTAL STUDIES AND  
AGRICULTURE  
DIPLOMA IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: NDTW 139**

**COURSE TITLE: TOURISM ENTREPREURSHIP**

**DATE: 15/5/2024**

**TIME: 1430-1630 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

*This paper consists of 2 printed pages. Please turn over*

## **SECTION A**

1. Define the following terms as used in tourism entrepreneurship deliberating relevant examples. (8marks)
  - a) Entrepreneur
  - b) Business idea
  - c) Business plan
  - d) Business myth
2. Identify 5 opportunities for the study of tourism entrepreneurship. (5marks)
3. Highlight the characteristics of a good business idea. (8 marks)
4. Briefly compare entrepreneurial myths with the realities that exist in the modern society. (10marks)

## **SECTION B**

5. Entrepreneurship in tourism requires a lot of creativity and innovation to thrive in the dynamic industry. Discuss and justify the said statement. (20marks)
6. a) A business plan is a key to the growth of a business. Discuss the components of a good business plan. (10 marks)  
b) Highlight the possible future of tourism entrepreneurship. (10 marks)
7. Discuss the problems facing the growth and development of tourism entrepreneurship in the modern world. (20 marks)

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