

feat season ?

TOR – Tourism  
T133

Thursday, 19/11/2015  
08:30 – 11:30

WORKFORCE DEVELOPMENT AUTHORITY



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**ADVANCED LEVEL NATIONAL EXAMINATIONS, 2015,  
TECHNICAL AND PROFESSIONAL TRADES**

**EXAM TITLE: Tourism**  
**OPTION: Tourism (TOR)**  
**DURATION: 3hours**

**INSTRUCTIONS:**

The paper is composed of **three (3) Sections:**

Section **I:** Fifteen **(15)** questions, all **Compulsory.** **55marks**

Section **II:** Five (5) questions, **Choose Three (3) only.** **30marks**

Section **III:** Three (3) questions, **Choose only One (1).** **15marks**

**Every candidate is required to strictly obey the above instructions. Punishment measures will be applied to anyone who ignores these instructions.**

**Section I. Fifteen (15) Compulsory questions.**

**55marks**

**01.** Define the following terms:

- a) Tourism
- b) Tourism demand
- c) Peak-season
- d) Off-season
- e) Tour guiding

**5marks**

**02.** Outline at least three (3) roles of tourism on the development of the country.

**3marks**

**03.** What do you know about these words found in Tourism?

- a) Masangano:
- b) Hot springs:
- c) Blue tourism (Aqua tourism)
- d) Pilgrimage
- e) Scheduled flights

**5marks**

**04.** Fill in this table indicating the required equipments and where they are used when applying tour guiding:

**5marks**

<b>Nº.</b>	<b>EQUIPMENTS</b>	<b>USES</b>
1)	Uniform	
2)		Used for finding direction
3)		Helps to see things that are a long way away
4)	Gloves	
5)	Soap/ Dettol	
6)		Helps you know the location of Area you are visiting

**05.** First Aid is an emergency care given to a Victim or a casualty before medical aid can be obtained. Give at least four (4) qualities or attributes of a good First Aider.

**4marks**

**06.** Explain how the following factors can influence tourism:

- a) Political factors:
- b) Social factors
- c) Economic factors

**6marks**

**07.** Write in full words these Terms and indicate the date of their establishment and their head office:

- a) W.T.O;
- b) IATA;
- c) ICAO.

**6marks**

**08.** What is the relationship found in these terms: Leisure, Recreation and Tourism?

**3marks**

**09.** Identify at least four (4) excluded visitors in tourism statistics in the host country.

**2marks**

*Adsababa ~~maise~~ gubuga*

10. Distinguish the correct and incorrect among the following statements:

**3marks**

- a) Beach tourism contains 4Ss: Sea, Sound, Sun and Sex.
- b) Tourism is not different from migration.
- c) The word "tour" has been discovered from the Oxford Dictionary of United Kingdom in 1811s.
- d) The Olympic Games started at the first time in 776 before J.C during Roman Empire.
- e) Baby boomers said in tourism, were people born before the world war.
- f) Fishing tourism is done when tourists fishing the fish in their recreational time.

11. Who are Visa refusals in the host country?

**3marks**

12. Define "Tour Operator" and state two reasons why do tour operators exist.

**3marks**

13. Differentiate between No-show passenger and Go-show passenger.

**1mark**

14. Give the difference between effective demand and suppressed demand.

**1mark**

15. Fill in and Interpret these air travel codes and show the country of the Airport location.

**5marks**

NO	CODES	INTERPRETING CODES	COUNTRY
1	KGL	Kigali	Rwanda
2	NYO		
3	PAR	Paris	France
4	ADD	Adisababa	
5	EBB	Entebbe	Uganda

**Section II. Answer any three (3) questions of your choice**

**(Do not choose more than three questions). 30marks**

16. Discuss on the following factors that are affecting tourism demand:

- (a) Social factors
- (b) Economic factors.
- (c) Technological factors.
- (d) Urbanization factors
- (e) Political factors.

**10marks**

17. List and explain three (3) categories of tourist attractions.

Remember to mention at least two (2) examples in each category.

**10marks**

18. There are lots of risks when buying/ visiting tourism products. List and explain any five (5) risk factors among them.

**10marks**

19. Discuss the five (5) phases that completes the whole tourism experience. **10marks**
20. (a) Define the term tour operator.  
(b) List down four (4) functions of tour operators.  
(c) Name four (4) types of tour operations you know. **10 marks**

**Section III. Answer any one (1) question of your choice**

**(Do not choose more than one question). 15marks**

21. How do you know "Thomas cook"?  
Describe any seven (7) Thomas cook's arrangements and realizations. **15marks**
22. Tourists Products can be characterized by Intangibility, Perishability, Inseparability, Heterogeneity and Desirability. Explain each of those characteristics of tourists Products. **15marks**
23. When tourists visit National parks, they sometimes face problems from animal attacks or bites. What are procedures followed when applying first Aid and Medical treatments to casualty bitten by animal attacks. **15marks**

Season Peak ?

Groves ?