



UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN
ECOTOURISM AND HOSPITALITY MANAGEMENT**

TOHM 0271: RESEARCH METHODS IN TOURISM

STREAM: DIP. (ECOTOURISM) Y1S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 9/12/2010

2.30 P.M. - 4.30 P.M.

INSTRUCTIONS:

SWITCH OFF YOUR MOBILE PHONES.
CHEATING IS NOT ALLOWED.

SECTION A: ANSWER ALL THE QUESTIONS (30 MARKS)

Q.1 Describe the following approaches to tourism research

- (a) Qualitative research and quantitative research. [3 marks]
- (b) Positivist research and interpretive research. [3 marks]
- (c) Descriptive research and explanatory research. [3 marks]
- (d) Empirical research and non empirical research. [3 marks]

Q.2 Briefly explain the importance and value of research. [6 marks]

Q.3 Differentiate the following research designs:

- (a) Personal interviews and structured interviews. [3 marks]
- (b) Observation method and the survey method. [3 marks]

Q.4 Describe the following non-probabilist sampling methods:

- (a) Convenient sampling [2 marks]
- (b) Snowball sampling [2 marks]
- (c) Purposive sampling [2 marks]

SECTION B: SELECT TWO QUESTIONS IN THIS SECTION (40 MARKS)

Q.5. Discuss various descriptive data analysis methods that can be applied in social sciences. [20 marks]

Q.6 Develop a problem statement, objectives and a conceptual framework for the following research topic.

“The Importance of Technology in promoting efficiency of Hotels’s service delivery systems.” [20 marks]

Q.7 Develop a questionnaire for the following research topic;

“The Potentials of Rural Tourism in sustaining economic welfare of communities: A Case study of Chuka District”. [20 marks]
