

TVET NATIONAL EXAMINATIONS, LEVEL 5, 2022-2023

INSTRUCTIONS TO CANDIDATES (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.
2. It is illegal for a candidate to write any of names, Index number or school name inside the answer booklet.
3. No candidate should remove or tear any pages or part of it in the answer booklet.
4. A candidate should answer in the language in which the examination is set.
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 16 lined pages (From page 7 to page 22).
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.

- N.B:** 1) After results publication, there is no remarking and no candidate is given his/her answer booklet for review. This answer booklet is a property of NESAs.
- 2) Claims are only received online within 30 days after results publication. A link will be provided after results publication.

T 141_ Performing community-based tourism

TVET NATIONAL EXAMINATIONS, LEVEL 5, 2022-2023

OPTION/TRADE: TOURISM

SUBJECT/EXAM: PERFORMING COMMUNITY-BASED TOURISM

DURATION: 3 HOURS

INSTRUCTIONS TO CANDIDATES (QUESTION PAPER)

This Exam paper is composed of Three Sections (A, B, and C). Follow the instructions given below, and answer the indicated questions for a total of 100 marks

Section A: Fourteen (14) questions, all **Compulsory 55 marks**

Section B: Among the five (5) questions, attempt any three (3) 30 marks

Section C: Among the two (2) questions, attempt any one (1) 15 marks

Allowed materials:

- **Blue** or black pen
- Mathematical set
- Non-programmable calculator

Note:

Every candidate is required to carefully comply with the provided assessment instructions.

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- 09.** What are any four (4) interpretive activities used when interpreting tourism products and services? **(4marks)**
- 10.** Enumerate any four (4) processes of debriefing in tourism industry. **(4marks)**
- 11.** Match the criteria for effective market segmentation corresponding to the correct definition in table below: **(5marks)**

CRITERIA	DEFINITION
Measurable	The segmenter has to see if his product is unique to satisfy the needs and wants of the segmented groups of customers better than competitors.
Heterogeneity	The segment must exist for long enough term to satisfy the segmented group of customers.
Durable	The criteria base on for one segment should differ from those based on when segmenting other segments.
Competitive	This refers to the target market characteristic that has to be measurable with a reasonable degree of accuracy in the overall size of the target market segment and on the projected total demand.
Accessible	The segment should make sure the segmented group of customers is easily accessible.

- 12.** The company "X" a totalized expenses of 4,000,000 Rwf from a tour service and the total revenue of that company is 5,000,000 Rwf. Calculate its profit margin. **(5marks)**
- 13.** Differentiate "hard adventure tourism" from "soft adventure tourism" and give two examples for each. **(5marks)**
- 14.** Categorize the two (2) types of Culture components and give four (4) examples for each. **(5marks)**

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Section B: Attempt any three (3) questions

(30 marks)

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15. Explain the five (5) promotion techniques that can be used to maintain sustainable development of community-based tourism business. **(10marks)**
16. You are appointed as a Community Based Tourism Officer working in Akagera National Park and your duties include the development of a weekly program that shows how day by day you mobilize local community around the National Park tourism activities. Develop weekly timetable for mobilizing local community around national park that integrate them in community-based tourism activities. Discuss any five (5) objectives of Rwanda national tourism policy as a tool used to operate and manage tourism industry **(10marks)**
17. Identify the procedures to follow while handling customer complaints to ensure their maximum level of satisfaction. **(10marks)**
18. Discuss the reasons why tangible and intangible cultural heritage play a great importance. **(10marks)**
19. Describe the promotional techniques and criteria of market segmentation that can be used to promote community-based tourism. **(10marks)**

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Section C: Attempt only one (1) question

(15 marks)

- 20.** You are called to contribute to a master plan that aims at promoting **(15marks)** community-based tourism in Burera district of Northern Province of Rwanda.
- a)** Which Community based tourism difficulties will you face as challenges while promoting community-based tourism in Burera district?
- b)** What are the new strategies to use in local community in order to promote the community-based tourism businesses?
- c)** What will be the requirements to implement community-based tourism for its sustainable development in Burera district?
- 21.** You are informed that **“X”** tourism Company received a call from **(15marks)** the coming family from abroad that wants to visit Rwanda within five (5) days. The purpose of the visit is to learn from Rwanda of sounds hills, to experience Rwandan culture, wildlife and scenic beauty around water bodies. Draw a schedule of an itinerary that will be used by the family within five days of their tours.

END OF ASSESSMENT