



**DEPARTMENT OF TOURISM STUDIES
FACULTY OF SOCIAL SCIENCES
NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi Abuja
2025_2 EXAMINATIONS**

Course Title: Concept Design and Feasibility

Course Code: TSM 342

Course Unit: 2

Time Allowed: 2:00hrs

Instruction: Answer any three (3) questions

Question 1:

- a. What do you understand by tourism demand? (3.3 marks)
- b. Highlight five (5) issues affecting tourism demand. (7.5 marks)
- c. Briefly discuss five (5) issues affecting tourism demand. (12.5 marks)

Question 2:

- a. As a prospective tourism concept design and feasibility expert, how would you explain cash flow forecast to a tourism professional? (5.3 marks)
- b. Enumerate five (5) simple cash flow form filling principles. (7.5marks)
- c. Identify five (5) difficult overhead payments when filling a cash flow form. (7.5marks)

Question 3.

- a. Briefly discuss Cost-Benefit Analysis (3.3 marks)
- b. Discuss any four (4) importances of Cost-Benefit Analysis to Dr Orimaye, who is conducting feasibility study on tourism projects for business, governmental and non-governmental organizations. (16 marks)
- c. Draw distinctions between Cost-Benefit Analysis in Business and Cost-Benefit Analysis in Non-Business Entities (4 marks)

Question 4.

- a. Define tourism feasibility study. (3.3 marks)
- b. Identify any four (4) key segments in a tourism investment feasibility study. (8 marks)
- c. Briefly discuss any two (2) significant kinds of information a person determining the feasibility of a tourism project will need on each of the key segment identified above. (12 marks)