



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT  
CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: CTW 007**

**COURSE TITLE: INTRODUCTION TO  
TOURISTIC HISTORY OF EAST AFRICA**

**DATE: 24. 4. 2019**

**TIME: 8.30AM - 10.30AM**

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**Instructions:**

Answer **ALL** questions in section **A** and any other **THREE** in section **B**

**SECTION A: ANSWER ALL QUESTIONS (25MKS)**

**QUESTION ONE**

a) Define the following terms as used in the field of tourism

- i. Tourist (2Mks)
- ii. Excursionist (2Mks)
- iii. Tourism product (2Mks)

b) State and briefly explain **FIVE** characteristics of tourism products and services (5Mks)

c) Mention any **FIVE** government bodies involved in the tourism industry (5Mks)

d) Briefly distinguish between “Psychocentrics” and “ Allocentrics” classes of tourists as projected by Plog (1977) (5Mks)

e) Explain the trends and emerging issues that are impacting the tourism industry globally in the 21<sup>st</sup> century (4Mks)

**SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)**

**QUESTION TWO**

Give an account for the historical development of the tourism industry (15Mks)

**QUESTION THREE**

Describe the classification of tourists according to Cohen (1977) (15Mks)

**QUESTION FOUR**

Describe the tourism product life cycle highlighting the key characteristics of each stage (15Mks)

**QUESTION FIVE**

Identify and describe sufficiently any **FIVE** tourism circuits found in Kenya, citing the major tourism destinations present (15Mks)

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