



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT
COURSE CODE: NDTW 112
COURSE TITLE: INTRODUCTION TO
TOURISM

DATE:

TIME:

Instructions

*Answer **ALL** question in section A and any other **THREE** in section B.*

SECTION A: ANSWER QUESTION ONE (25MKS)

QUESTION ONE

1. Explain the meaning of the following terms as used in tourism;
 - a) Demonstration effect **(1mk)**
 - b) Leakages **(1mk)**
 - c) Multiplier effect **(1mk)**
2. Differentiate between domestic and outbound tourism and give examples **(2Mks)**
3. State and briefly explain **four** importance of tourism to the local community **(4Mks)**
4. Explain **five** factors that travelers consider when choosing a form of transport **(5Mks)**
5. State any **three** negative impacts and any **two** positive impacts of Tourism **(5Mks)**
6. Explain **six** characteristics that make the tourism industry unique **(6Mks)**

SECTION B: ANSWER ANY THREE QUESTIONS (45MARKS)

QUESTION TWO

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

QUESTION THREE

You are appointed as the Director of Kenya Tourism Board, explain 5 strategies you can use to successfully market Kenya as the best tourist destination in Kenya **(15Mks)**

QUESTION FOUR

Using examples highlight and explain the various components of tourism that work together to drive quality service delivery **(15Mks)**

QUESTION FIVE

Discuss Seven challenges to tourism development in Kenya **(15Mks)**

QUESTION SIX

Highlight and explain FIVE tourism circuits in Kenya **(15Mks)**