MAASAI MARA UNIVERSITY

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

SCHOOL OF TOURISM AND NATURAL RESOURCES MANAGEMENT
BACHELOR OF PARKS, RECREATION AND LEISURE MANAGEMENT

COURSE CODE: RLM 3205
COURSE TITLE: SPATIAL ASPECT OF TOURIST BEHAVIOUR

DATE: 17TH APRIL 2019   TIME: 11:00AM-1:00PM

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** Questions

*This paper consists of **2** printed pages. Please turn over.*

Question One

a) Define the following terms
    i.   Spatial behaviour   **(2 mks)**
    ii.   Climate Change   **(2 mks)**
    iii.   Global warming   **(2 mks)**
    iv.   Geography   **(2 mks)**
    v.   Ecotourism   **(2 mks)**

b) Name 7 factors that affect host-quest contact in a destination **(7 mks)**

c) Describe 8 factors that influence tourists spatiotemporal behavior
(8 mks)

Question Two

a) Explain ten negative socio-cultural impacts of Tourism to a destination **(10 mks)**

b) What are some of the factors that influence Tourists perception about a destination **(5 mks)**

Question Three

a) Providing effective customer service can cost a lot of money but can also bring many benefits to the facility, its staff and customers. What are the Benefits of providing Excellent Customer Service to the tourists?
(10 mks)

b) How can Tourism contribute to socio-cultural conservation **(5 mks)**

Question Four

Discuss economic, social and environmental impacts of tourism to the local community, in a named country or region **(15 mks)**

Question Five

a) Describe the impacts of Climate change to Tourism **(5 mks)**

b) Discuss the five drivers of globalization **(10 mks)**

Question Six

Explain both positive and negative effects of Globalization on Tourism Supply and Demand based on Economic growth driver **(15 mks)**

Question Seven

Describe the trends and spatial patterns of tourism in the world **(15 mks)**

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