



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 2103

COURSE TITLE: TOURISM ECONOMICS

DATE: 16TH DECEMBER 2019

TIME: 11.00 AM - 1.00PM

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section A and any other **TWO** in section B.

This paper consists of 3 printed pages. Please turn over

SECTION A- 30 MARKS

- 1 a) Outline the importance of tourist statistical data to a country. **(5 Marks)**
- b) Explain the various challenges of employment faced in tourism sector. **(5 Marks)**
- c) Discuss the various issues that one will consider when doing competitive analysis. **(5 Marks)**
- d) Discuss **five (5)** main roles of tourism regulatory bodies in Kenya. **(5 Marks)**
- e) Describe how you would provide good customer services to tourists. **(4 Marks)**
- f) Explain the major factors that determine tourism's contribution to a country's Gross Domestic Product. **(6 Marks)**

SECTION B: (40 MARKS)

- 2 a) Explain five factors that are likely to influence a country's national income. **(10marks)**
- b) Bull (1995) posits that large well developed destinations demonstrate the lowest leaking rate. Explain five possible causes of leakage from a tourism destination. **(10marks)**
- 3 a) Discuss the benefits of Tourism Satellites Accounts (TSA) in tourism Industry. **(10marks)**
- b) Explain the benefits that a country can get by engaging in international trade. **(10 marks)**
- 4 a) Explain five determinants of tourism demand for a destination. **(10marks)**
- b) Discuss the various issues that one will consider when doing competitive analysis. **(10marks)**
5. a) Discuss the benefits of Tourism Satellites Accounts (TSA) in tourism Industry. **(10marks)**
- b) Explain the benefits that a country can get by engaging in international trade. **(10marks)**

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