



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2021/ 2022 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER
SCHOOL OF NATURAL RESOURCE, TOURISM
AND HOSPITALITY
CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT.

COURSE CODE: CTW 003

COURSE TITLE: FUNDAMENTALS OF TOURISM

DATE:

TIME:

INSTRUCTIONS TO CANDIDATES

Answer Question ONE and any other TWO questions

This paper consists of FOUR printed pages. Please turn over.

SECTION A: Attempt all questions in this section

- 1) Define the following terms: (5 marks)
 - a. Tourism
 - b. Excursions
 - c. Expedition
 - d. Hard tourism
 - e. Sustainable tourism
- 2) Outline different forms of eco-tourism (5 marks)
- 3) Outline different forms of tourism based on geographical locality (5 marks)
- 4) Outline any five types of accommodation facilities (5 marks)
- 5) Explain different types of tours (10 marks)
- 6) Explain different types hotel tariffs offered in hotel industry (10 marks)

SECTION B: Attempt Only Two Questions in This Section

- 7) Describe different types of hotels rooms found in hospitality industry (15 marks)
- 8) Explain factors that affects hotel rates in tourism and hospitality industry (15 marks)
- 9) Explain the tourist decision making process (15 marks)