



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY
BACHELOR OF TOURISM MANAGEMENT**

**COURSE CODE: HHM 1103-1
COURSE TITLE: INTRODUCTION TO
HOSPITALITY AND TOURISM INDUSTRY**

DATE: 13TH DECEMBER, 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A: ANSWER ALL QUESTIONS (20MKS)

QUESTION ONE

- a) 'All tourists are travelers, but not all travelers are tourists, explain by giving examples **(2 marks)**
- b) What does the phrase The Grand tour refer to in the evolution of Tourism **(2marks)**
- c) Highlight four reasons that led to the growth of tourism during the ancient times **(4marks)**
- d) Explain four characteristics of Business Tourism **(4marks)**
- e) Differentiate between the Allocentric and Psychocentric types of tourists **(4marks)**
- f) Highlight four factors that influence individual travel motivations in the industry today **(4marks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30MKS)

QUESTION TWO

Tourism/travel products are unique, with examples discuss five points to justify this statement **(15marks)**

QUESTION THREE

- a) Explain five types of Hotel rates **(5marks)**
- b) With relevant examples discuss any five factors affecting room/hotel rates in the hospitality industry **(10marks)**

QUESTION FOUR

Maslow in 1971 described five distinguishing levels that influence the decision-making of an individual. With a well-labeled diagram, describe the Maslow Hierarchy of needs **(15marks)**

QUESTION FIVE

Discuss the following in detail giving examples where applicable.

- i. Economic impacts of tourism **(5marks)**
- ii. Socio-cultural impacts of tourism **(5marks)**
- iii. Environmental impacts of tourism **(5marks)**

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