



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE,  
ENVIRONMENTAL STUDIES & AGRICULTURE  
CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: CTW 003**

**COURSE TITLE: FUNDAMENTALS OF TOURISM.**

**DATE: 1/2/2024**

**TIME: 1100-1300 HRS**

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**Instructions:**

*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. (30 marks)**

1. Define the following terms as used in the tourism industry.10 marks
  - a. Tourism according to UNWTO
  - b. Itinerary
  - c. Mass tourism
  - d. Tourism destination
  - e. Host community
2. Highlight and explain two types of tourism. 4 marks
3. State and explain 5 characteristics of tourism products.10 marks
4. Highlight the factors that influence the demand of tourism products.  
6 marks

## **SECTION B. (40 marks)**

5. Giving relent examples explain 5 components of tourism.20 marks
6. Discuss the factors affecting tourism management.20 marks
7. Using PLOG model, classify the tourists behavior as the buyers and consumers of tourism products. Refer to a relevant diagram.20 marks

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