



MAASAI MARA UNIVERSITY

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

**SCHOOL OF NATURAL RESOURCE,
ENVIRONMENTAL STUDIES &
AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 112

**COURSE TITLE: INTRODUCTION TO
TOURISM.**

DATE: 5/2/2024

TIME: 1430-1630 HRS

Instructions:

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

Section A (25 marks) Answer all questions

QUESTION ONE

- i. Define the following terms and concepts commonly used in Tourism Management. **(5Marks)**
 - a) Tourism.
 - b) Excursionist.
 - c) Tourist Destination.
 - d) Travel Agent.
 - e) Tour.
- ii. Highlight any five **(5)** conventionally recognized tourism circuits found in Kenya and in each case give one relevant attraction. **(10Marks)**
- iii. Identify and briefly explain any **Five (5)** Components of tourism. **(10Marks)**

QUESTION TWO

- a) **Discuss Five (5)** factors influencing the demand for Tourism in Kenya. **(10Marks)**
- b) **Identify and explain any Five (5)** forms of tourism that a visitor can engage in while visiting Kenya. **(5Marks)**

QUESTION THREE

- a) Identify any **five (5)** tourism organizations and institutions that spearhead successful tourism development and management in Kenya. **(5Marks)**
- b) Explain any **five (5)** roles played by the private sector in realizing the success of the tourism industry globally. **(10Marks)**

QUESTION FOUR

- a) Explain any **five (5)** negative social cultural impacts of Tourism. **(10Marks)**
- b) Tourism has impacted the **economy** negatively in various ways, as a tourism manager propose **five (5)** possible **mitigation measures** to curb these impacts. **(5Marks)**

QUESTION FIVE

- a) **Identify** the typologies/classification of tourists and **briefly describe** characteristics in each type as projected by **Cohen (1972)**. **(10Marks)**
- b) **Explain** any **five (5)** current trends and emerging issues impacting the tourism industry globally. **(5Marks)**

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