



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR**

SECOND YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 2107

COURSE TITLE: SOCIAL ISSUES IN TOURISM

DATE: 7TH DECEMBER 2018

TIME: 1430 – 1630HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

SECTION A- 25 marks

1.
 - a) With use of an example, explain the concept of commoditization of culture a caused by tourism **(2 marks)**
 - b) What are the guiding principles of pro-poor tourism? **(3 marks)**
 - c) State and briefly elaborate on any three safety concerns in tourism **(3 marks)**
 - d) Outline six key elements of a tourism corporate responsibility strategy **(3 marks)**
 - e) Explain the reasons for occurrence of the tourist gaze **(4 marks)**
 - f) Identify any five occupational hazards that can be found in the tourism workplace **(5 marks)**
 - g) Discuss the negative impacts of HIV/AIDS on the tourism industry. **(5 marks)**

SECTION B- 45 marks

2. With the use of relevant examples, discuss the different forms of child labour in the tourism industry. **(15 marks)**
3.
 - a) Briefly explain the dimensions of sex tourism **(6 marks)**
 - b) Explain the factors that promote sex tourism globally. **(9 marks)**
4.
 - a) Highlight any four perceived gender roles in the tourism industry **(6 marks)**
 - b) Discuss the barriers to equal opportunities for males and females in the tourism industry. **(9 marks)**
5.
 - a) With the use of suitable examples, discuss the causes and impacts of poverty amongst host communities in tourism destination areas . **(8 marks)**
 - b) Explain how tourism planners can ensure that the welfare of host communities in tourism destinations is taken care of. **(7 marks)**

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