



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
FIRST YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND  
LEISURE STUDIES  
BACHELOR OF HOTELS AND HOSPITALITY  
MANAGEMENT/BACHELOR OF TOURISM  
MANAGEMENT**

**COURSE CODE: BTM 1103  
COURSE TITLE: INTRODUCTION TO  
TOURISM**

**DATE: 5<sup>TH</sup> DECEMBER, 2019**

**TIME: 11.00AM - 1.00 PM**

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**INSTRUCTIONS TO CANDIDATES**

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

## Section A 30 marks

### Question one

- a) Explain the meaning of the following terms as used in tourism;
  - i. Carrying capacity (1mark)
  - ii. Leakages (1mark)
  - iii. Multiplier effect (1mark)
- b) Highlight two reasons why tourists find natural resources attractive (2marks)
- c) Highlight five major trends in tourism development in the 21st century (5 marks)
- d) Describe 3 different forms of tourism (6marks)
- e) Outline and briefly discuss the components and services that comprise the tourism industry (7marks)
- f) Highlight any three socio-cultural and four economic benefits of Tourism (7marks)

## SECTION B: 40 MARKS

### Question two

Travel/ Tourism products are unique in nature, explain (20 marks)

### Question three

- a) What is tourist motivation? (2marks)
- b) Discuss two major foundations for understanding tourism motivations (18marks)

### Question four

- a) Differentiate between 'tourism demand' and 'tourism supply'. (4marks)
- b) Explain three factors that influence the demand of tourism at a destination. (6 marks)
- c) Describe any five factors affecting tourism supply in Kenya. (10 marks)

### Question five

Give an account for the historical development of the tourism industry. (20marks)

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