



MAASAI MARA UNIVERSITY

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

**SCHOOL OF NATURAL RESOURCE AND ANIMAL SCIENCES
CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: CTW 007
COURSE TITLE: INTRODUCTION TO TOURISTIC HISTORY
OF EAST AFRICA**

DATE: 16/12/2019

TIME: 0830 - 1030 AM

INSTRUCTIONS TO CANDIDATES:

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

SECTION A- (25marks) Answer ALL Questions.

QUESTION ONE

- a) Define the following terms as used in the field of tourism.
- i. Tourism. (2marks)
 - ii. Excursion. (2marks)
 - iii. Tourism product. (2marks)
- b) State and briefly explain **FIVE** characteristics of tourism products and services. (5marks)
- c) Mention any **FIVE** government bodies involved in the tourism industry. (5marks)
- d) Briefly distinguish between “Psychocentrics” and “Allocentrics” classes of tourists as projected by Plog (1977) (5marks)
- e) Explain the trends and emerging issues that are impacting the tourism industry globally in the 21st century. (4marks)

SECTION B-(45marks) Answer Any THREE

Questions.

QUESTION TWO

Give an account for the historical development of the tourism industry in Africa. (15marks)

QUESTION THREE

Describe the classification of tourists according to Cohen (1972). (15marks)

QUESTION FOUR.

Describe the tourism product life cycle highlighting the key characteristics of each stage. (15marks)

QUESTION FIVE

Discuss the positive and negative economic and environmental impacts of tourism to the tourism destinations globally. (15marks)

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