



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
FIRST YEAR SEMESTER ONE**

**SCHOOL OF TOURISM & NATURAL RESOURCES  
MANAGEMENT  
CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: CTW 007**

**COURSE TITLE: INTRODUCTION TO TOURISTIC  
HISTORY OF EAST AFRICA**

**DATE: 3<sup>RD</sup> DECEMBER, 2018**

**TIME: 0830 – 1030 HRS**

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**INSTRUCTION TO CANDIDATES:**

**Answer Question ONE and any other THREE**

## QUESTION ONE

- a) Define the following terms as used in the field of tourism.
- i. Tourism. (2marks)
  - ii. Excursionist. (2marks)
  - iii. Tourism product. (2marks)
- b) State and briefly explain **FIVE** characteristics of a tourism product. (5marks)
- c) Highlight **THREE** factors that influence travel motivation. (3marks)
- d) Mention any **THREE** government bodies involved in the tourism industry. (3marks)
- e) Briefly describe the push and pull factors of tourism. (5marks)
- f) Explain the trends and emerging issues that are impacting the tourism industry globally in the 21<sup>st</sup> century. (3marks)

## SECTION B: ANSWER ANY THREE QUESTIONS (45marks)

### QUESTION TWO

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

### QUESTION THREE

- a) Describe the typologies of tourists according to Plog (1977). (8marks)
- b) Discuss the major forms of tourism. (7marks)

### QUESTION FOUR.

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

### QUESTION FIVE

Discuss the economic impacts of tourism to the tourism generating region. (15marks)

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