



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS AND ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF INTERNATIONAL  
TOURISM MANAGEMENT**

**4<sup>th</sup> YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR ( SPECIAL EXAM)**

**MAIN CAMPUS**

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**COURSE CODE: BTM 3428**

**COURSE TITLE: RURAL AND URBAN TOURISM.**

**TIME: 2.00 HOURS**

**INSTRUCTIONS:**

- 1. Answer Question ONE (COMPULSORY) and ANY other 2 questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

## **QUESTION ONE**

- a. Outline five features of rural tourism (6 marks)
- b. Outline six forms of social media that can be used to promote rural urban tourism in a destination (6 marks)
- c. Explain five challenges that rural urban tourism may face in a destination (6 marks)
- e. Identify five factors that make rural tourism successful in a destination (6 marks)
  
- f. Explain five characteristics of urban tourism (6 marks)

## **QUESTION TWO**

- a. Explain five negative social impacts of rural tourism to a destination. (10 marks)
  
- b. suggest five possible reasons why rural tourism should be encouraged in Kenya

## **QUESTION THREE**

- a. Describe five driving forces in rural tourism in the developed world (10 marks)
  
- b. Explain five basic ecological principles that ensure the protection of the environment (10 marks)

## **QUESTION FOUR**

- a. Explain five ways that the government can engage in as a stakeholder in rural urban tourism (10 marks)
  
- b. Discuss five activities that the County governments can engage in to develop rural urban tourism in Kenya (10 marks)

## **QUESTION FIVE**

- a. Explain five tourism facilities and activities that urban communities enjoy in Nairobi city in Kenya (10 marks)
  
- b. Suggest five strategies that Kenya Tourism Board can put in place to ensure that rural urban tourism is marketed well (10 marks)

