



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE & TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
MAIN CAMPUS**

**UNIVERSITY EXAMINATION 2017/18 FOR THE DEGREE OF BACHELOR OF INTERNATIONAL
TOURISM MANAGEMENT 1ST YEAR 1ST SEMESTER**

MAIN CAMPUS

COURSE CODE: B T M 3111

COURSE TITLE: Introduction to Tourism

EXAM VENUE:

STREAM: BTM Y1S1

DATE:

EXAM SESSION:

TIME: 2 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 (30 MARKS)

- a) Define the term tourism and describe the different types of tourism. (5 Marks)
- b) During an induction week for the new members of the tourism committee in the county government, what will be your response on what Hospitality and Tourism (H & T) is all about? (10 Marks)
- c) The history of tourism can be divided into six (6) different stages, State and explain them in detail giving examples where necessary. (15 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the six freedoms of air travel that revolutionised the tourism industry. (10 Marks)
- b) Most tourists prefer to explore the destinations from a familiar base. The degree of familiarity of this base underlies Cohen's typology in which he identifies four tourist roles, state and discuss.

QUESTION THREE (20 MARKS)

- a) Illustrate the key tourist's codes of behaviour based on the "global code of ethics for tourism" of the world tourism organization (UNWTO). (10 Marks)
- b) Some tourists would have special needs while travelling to other places. Sometimes, service providers should cater for the special needs of these types of tourists by adjusting the existing services or providing extra ones to them. Illustrate some examples of how airlines cater for different types of tourists with their special needs.(10 Marks)

QUESTION FOUR (20 MARKS)

- a) With an aid of a diagram, discuss the structure of the travel industry. (10 Marks)
- b) Explain key positive and negative social-cultural effects of tourism in Kenya. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) The United Nations World Tourism Organization (UNWTO) is concerned with tourism on a global level; the organization was established in its present form in 1975 based in Madrid, Spain. Explain the five (5) principal responsibilities of the organisation. (10 Marks)
- b) Classification may be defined as the assignment of hotels to a categorical rating according to type of property, facilities and amenities offered (Gee, 1994). List and explain the purposes of accommodation classification. (10 Marks)