



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

**UNIVERSITY EXAMINATION 2017  
3<sup>RD</sup> YEAR 2<sup>ND</sup> SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF  
INTERNATIONAL TOURISM MANAGEMENT**

**COURSE CODE: BTM 3324**

**TITLE: TOURISM BUSINESS EXTERNAL ENVIRONMENT**

**DURATION: 2 HOURS**

**INSTRUCTIONS:**

1. This paper contains FIVE (5) questions
2. Answer question ONE and any other TWO questions
3. Write all answers in the booklet provided

**QUESTION ONE**

- a) Explain any three instruments of International law (6 marks)
- b) Explain the application of hospitality laws in restaurants (4 marks)
- c) Describe the key priority areas of the European Union tourism strategy (8 marks)
- d) Enumerate Five Functions of financial markets (5 marks)
- e) Explain the concept of Multi-holidaying in International law (2 marks)
- f) Identified any 5 interrelated drivers of tourism globalization (5 marks)

**(30 marks)**

**QUESTION TWO**

- a) Despite International tourism receipts continue to increase, Africa has registered a decline in tourist arrival. Discuss? (13 marks)
- b) Explain the main effects resulting from the impact of globalization processes on tourism (7 marks)

### **QUESTION THREE**

- a) Sustainability of tourism in the European Union has faced a myriad of challenges. Discuss? (8 marks)
  - b) Using relevant examples, discuss the salient features of International trade? (12 marks)
- (20 marks)**

### **QUESTION FOUR**

- a) Discuss the influence of competitive environment on International tourism arrival (10 marks)
  - b) Discuss geopolitical drivers of future tourist flows (10 marks)
- (20 marks)**

### **QUESTION FIVE**

- a) Discuss the future trends in international tourism (14 marks)
  - b) As a destination manager identify common risks that are covered by travel insurance plans (6 marks)
- (20 marks)**