



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY

UNIVERSITY EXAMINATION FOR BACHELOR OF INTERNATIONAL
TOURISM YEAR THREE SEMESTER ONE

BBM 3314: TOURISM AND SOCIAL ISSUES

DURATION: 2 HOURS

MAIN CAMPUS

INSTRUCTIONS

1. Answer Question ONE and any other TWO Questions in this paper.
2. DO NOT write on the QUESTION paper, all writings should be done on the Examination Answer Booklet
3. Observe University Examination Rules and Regulations

QUESTION ONE (30 MARKS)

- a) The World Tourism Organization (1995) defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". State and discuss major barriers to traveling that are faced by prospective tourists. (12 Marks)
- b) Discuss approaches to the study of socio-cultural impacts of tourism. (12 Marks)
- c) Explain key characteristics of an explorer and an individual mass tourist.(6 Marks)

QUESTION TWO (20 MARKS)

- a) Discuss the differences between the level of euphoria and apathy according to Doxey index. (5 Marks)
- b) Illustrate some specific socio-cultural impacts of tourism in Kenya (15 Marks)

QUESTION THREE (20 MARKS)

- a) Illustrate key issues affecting the medical tourism in the world. (10 Marks)
- b) As a tourism consultant, which reasons would you give to convince the county government to embrace and invest in the medical tourism? (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Many tourist destinations all over the world have been victims of various natural disasters, for example hurricane such as Katrina which devastated New Orleans, along with Mississippi's and Alabama's Gulf coasts, tsunami in Bali, Resorts fire in the coastal region of Kenya, earthquakes and flooding. Prudent thought can provide vital lessons for the tourism industry

and can provide nations with vital lessons. State and discuss them while giving examples where necessary. (10 Marks)

- b) Housekeeping & Maintenance departments in the hotel industry world over have the highest risk for accidents and injuries. Give reasons why that is the case and discuss measures that can be taken by the executive housekeeper to reduce safety risks. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) State and explain five (5) key global trends affecting tourism in the world that destination managers should take note off. (10 Marks)
- b) Discuss major push and pull factors of tourist motivations to dark tourism. (10 Marks)