



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

UNIVERSITY EXAMINATION FOR THE CERTIFICATE IN BUSINESS

ADMINISTRATION

4th YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR (SPECIAL EXAM)

MAIN CAMPUS

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)

