



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
SCHOOL OF BUSINESS AND ECONOMICS  
DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT  
BTM 3111 INTRODUCTION TO TOURISM MANAGEMENT  
EXAMINATION FOR FIRST SEMESTER 2018/2019 ACADEMIC YEAR

**INTRUCTIONS TO CANDIDATES**

ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS  
QUESTIO ONE CARRIES 30 MARKS AND REST ARE 20 MARKS EACH

**QUESTION ONE**

What is Tourism? Differentiate domestic tourism from international tourism (5marks)

Why is it important to study the history of Tourism? (5 marks)

Critically examine the major components of the Tourism Industry (20 marks)

**QUESTION TWO**

Compare and contrast Maslow's Hierarchy of Needs Theory (1970) and Travel Needs Model (by Peace 1988). 20marks

**QUESTION THREE**

"Tourism as an economic activity is not all good news for Kenya". Discuss (20marks)

**QUESTION FOUR**

Highlight major elements of the marketing mix and explain how marketing of services is different from the marketing of goods (20 marks)

**QUESTION FIVE**

What do you understand by the term destination? (5marks)

Discuss Destination Kenya in terms of tourism attractions (15 marks)