



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF BUSINESS AND ECONOMICS**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF**  
**INTERNATIONAL TOURISM MANAGEMENT**  
**THIRD YEAR FIRST SEMESTER 2018/2019 ACADEMIC YEAR**  
**MAIN CAMPUS**

**BTM 3314 TOURISM & SOCIAL ISSUES**

**Instructions:**

Answer **QUESTION ONE** and any other **TWO** questions in the answer booklet provided.

**QUESTION ONE (30 MARKS)**

- a) Explain the differences between package and independent tourist (5 Marks)
- b) Illustrate the tourism development process (5 Marks)
- c) State and discuss major barriers to traveling that are faced by prospective tourists. (10 Marks)
- d) What are the major sociological bases for tourism growth in the world? (10 Marks)

## **QUESTION TWO (20 MARKS)**

- a) Discuss some of the major security challenges faced by the developing countries. (10 Marks)
- b) Illustrate some specific socio-cultural impacts of tourism in Kenya (10 Marks)

## **QUESTION THREE (20 MARKS)**

- a) Why would patients want medical tourism? (10 Marks)
- b) As a policy maker in the tourism industry, which reasons would you give to encourage the county government to embrace and invest in the medical tourism? (10 Marks)

## **QUESTION FOUR (20 MARKS)**

- a) Terrorism has occurred in both rural and urban settings and has impacted nations despite their political or foreign policies. Illustrate major reasons that attract terrorist to world tourism. (10 Marks)
- b) Discuss the five categories of activities related to death tourism based on motivation that were subsequently developed by Tony Seaton (1999). (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) What are some of the factors affecting the attitudes of tourist towards tourism in Kenya? (10 Marks)