



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

**UNIVERSITY EXAMINATION FOR THE BACHELOR OF INTERNATIONAL
TOURISM MANAGEMENT**

YEAR ONE, SEMESTER ONE 2022/2023 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BTB 1101

COURSE TITLE: INTRODUCTION TO TOURISM MANAGEMENT

DATE:

EXAM SESSION:

TIME: 2 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**

QUESTION ONE (COMPULSARY)

- a. Define the following terms as used in tourism industry
 - i. Destination (1 mark)
 - ii. Tourist (1 mark)
 - iii. Inbound tourist (1 mark)
 - iv. Outbound tourism (1 mark)
 - v. Excursionist (1 mark)
 - vi. Hospitality (1 mark)
- b. Explain five major components of a tourism system. (10 marks)
- c. Explain the role of Grand tour in the evolution of tourism. (2 marks)
- d. Highlight four tourists' attractions in Kenya. (4 marks)
- e. State two roles of a tour operator in Kenya. (4marks)
- f. Enumerate two factors affecting hotel rates. (2 marks)
- g. State two advantages of using road transport by tourists. (2 marks)

QUESTION TWO

Discuss the socio-economic effects of tourism in Kenya. (20 marks)

QUESTION THREE

- a. Describe five forms of tourism. (10 marks)
- b. Explain five criteria for classification of tourists. (10 marks)

QUESTION FOUR

- a. Explain five roles of United Nation World Tourism Organization. (10 marks)
- b. Outline five reasons for rating hotels in Kenya. (10 marks)

QUESTION FIVE

- a. Differentiate between the following types of tours;
 - i. Independent and dependent tour (2 marks)
- b. Explain four advantages of buying an all-inclusive tour package to tourists. (8 marks)
- c. State three motivations for travel by inbound tourists. (6 marks)
- d. Enumerate four travel barriers experienced by tourists. (4