

JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

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

3RD YEAR 2ND SEMESTER 2016/17 ACADEMIC YEAR

MAIN CAMPUS (REGULAR)

COURSE CODE: BTM 3322

COURSE TITLE: TOURISM BUSINESS INTERNAL ENVIRONMENT

TIME: 2HOURS

Instruction

Answer question ONE (Compulsory) and any other TWO questions in the booklets provided.

QUESTION ONE

- a. Explain the following terms as used in tourism:
 - i. Tourism demand
 - ii. Core internal environment
 - iii. Tourism business strategy (6mks)
- b. Identify FIVE individual factors affecting the demand in tourism industry (5mks)
- c. Highlight FIVE importance of competitive analysis in the tourism sector (5mks)
- d. Identify FIVE internal business environments and state how each affects tourism (5mks)
- e. State FOUR sources of information for competitors analysis (4mks)
- f. Highlight FIVE factors influencing tourism supply (5mks)

QUESTION TWO

- a. Explain FIVE ways which can be used by the Kenya government to promote tourism (10mks)
- b. Explain FIVE negative impacts of tourism in the economy (10mks)

QUESTION THREE

- a. Identify and explain SIX areas in which firm A may have a better comparative advantage over her competitive firm B. (12mks)
- b. Highlight the contributions of any FOUR elements of the task environment in the organization (8mks)

QUESTION FOUR

- a. Explain FIVE benefits which accrue to unionisable employees (10mks)
- b. Explain FIVE roles played by the media in the promotion tourism (10mks)

QUESTION FIVE

- a. Describe FIVE procedures involved in the competitive analysis (10mks)
- b. By use of a well labelled diagram, explain how equilibrium is attained in tourism when tourism supply decreases with the demand remaining constant (10mks)