



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND  
TECHNOLOGY**

**School of Business and Economics  
Department of Tourism and Management**

**BTM 3111: INTRODUCTION TO TOURISM**

**Year 1 Semester 1 Examination**

**INSTRUCTIONS TO CANDIDATES**

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

### **QUESTION ONE (30 MARKS)**

- a) State the differences between tourism and tourist. (5 Marks)
- b) Discuss the different types of lodging ownership in the hospitality and tourism industry. (10 Marks)
- c) Illustrate major reason why a tourist would travel to Kenya as a tourism destination. (15 Marks)

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

- a) With an aid of a diagram, discuss the structure of the tourism industry. (10 Marks)
- b) Explain key positive and negative environmental effects of tourism in Kenya. (10 Marks)

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

- a) Explain the current trends in world tourism industry. (10 Marks)
- b) Stanley Plog suggests that travellers can be classified into their various types based on their different personalities. State and discuss the three major ones. (10 Marks)

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

- a) Illustrate the most important reasons why a tourist visiting a particular destination will choose to travel by train as a mode of transportation. (10 Marks)
- b) Despite numerous challenges facing African as a tourism destination there are a number of positive factors that will boost Africa's tourism in the new millennium. Explain them in details. (10 Marks)

### **QUESTION FIVE (20 MARKS)**

- a) Define the term E-tourism and discuss major benefits of information communication and technology (ICTs) for Tourism in Kenya.(10 Marks)

b) Tourism planning and development is not without cost. When the carrying capacity of a destination is exceeded, there will be a number of negative effects on different aspects. Explain the different types of carrying capacity (10 Marks)