



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM, HOSPITALITY AND
LEISURE STUDIES
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 2107

COURSE TITLE: SOCIAL ISSUES IN TOURISM

DATE: 10TH DECEMBER 2019

TIME: 1100 – 1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.

This paper consists of 2 printed pages. Please turn over.

SECTION A- 30 MARKS

1.
 - a) With use of an examples, explain the following concepts in relation to tourism
 - i. Commoditization of culture (1 mark)
 - ii. Staged authenticity (1 mark)
 - iii. Demonstration effect (1 mark)
 - iv. Tourist gaze (1 mark)
 - b) Highlight any five roles of the tourism police unit in maintaining security within tourism destinations in Kenya (5 marks)
 - c) Explain why tourism organizations engage in corporate social responsibility (5 marks)
 - d) With use of examples, explain the concept of pro-poor tourism (5 marks)
 - e) Briefly explain any five occupational hazards that can be found in the tourism workplace (5 marks)
 - f) Describe any six worst forms of child labor in the tourism (6 marks)

SECTION B- 40 MARKS

2.
 - a) With the use of relevant examples, Explain the reasons for occurrence of the tourist gaze. (10 marks)
 - b) Discuss the impact of the tourist gaze phenomenon. (10 marks)
3.
 - a) A number of communities in tourism destination areas in developing countries still experience poverty despite being close to the lucrative industry. With the use of suitable examples, discuss the causes of this . (10 marks)
 - b) Describe how the industry stakeholders can ensure that they take care of the welfare of the host communities these destinations . (10 marks)
4.
 - a) Briefly explain the dimensions of sex tourism (10 marks)
 - b) Explain the factors that promote sex tourism globally. (10marks)
5.
 - a) With use of examples, explain any four perceived gender roles in the tourism industry (10 marks)
 - b) Discuss the barriers to equal opportunities for both gender in the tourism industry. (10 marks)

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