



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES, TOURISM
AND HOSPITALITY MANAGEMENT**

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 1103-1

COURSE TITLE: INTRODUCTION TO TOURISM

DATE:

TIME:

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- 20 marks

1.

- a) Define the terms **(2 marks)**
 - i. Allocentric motivation
 - ii. Tourist flow
- b) Identify three main purposes for travel for tourism **(3 marks)**
 - i. In the period before the 19th century
 - ii. In the 21st century
- c) Describe four components of a tourism system **(4 marks)**
- d) Briefly describe five categories of tourism destinations **(5 marks)**
- e) Explain any six applications of technology in Tourism **(6 marks)**

SECTION B- 30 marks

- 2. Discuss any seven factors influencing tourism demand in Kenya. **(15 marks)**
- 3. Tourism as a product has unique characteristics that distinguish it from other businesses, discuss. **(15 marks)**
- 4. Using examples describe Kenya's main tourism products **(15 marks)**
- 5. Discuss the impact of the COVID pandemic on the tourism industry in Kenya. **(15 marks)**

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