



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS 2022/2023
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: 14TH DECEMBER, 2022

TIME: 0830-1030

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 **(3 marks)**

- i. Multiplier effect
- ii. Staged authenticity
- iii. Tourism circuit
- iv. Package holiday
- v. Tourism destination
- vi. Tourism generating region

b) Differentiate between the use of virtual reality and augmented reality in tourism **(2 marks)**

c) Briefly describe four psychographic factors affecting tourism demand **(4 marks)**

d) Explain the five components of a tourism product **(5 marks)**

e) Use the information below to answer the ensuing questions

Chris and Cindy Wema have set up a company called *African Safaris Ltd* which organises business, cultural beach and, Safari tourism in Kenya. Chris and Cindy offer travel packages which include guided tours to various tourist sites, accommodation at a number of 5 and 4 star rated hotels, rail/road transport and water transport where appropriate. Flights can be arranged from the holidaymakers' departure airports to Jomo Kenyatta International and Moi International Airports. Jeff and Amy, who live in Canada are keen on witnessing the spectacular Wildebeest migration in the Maasai Mara, experiencing the Maasai culture and enjoying the coastal beaches. They book a holiday in Kenya through their local agency, *Let's go travel*. Three months later, they arrive at Jomo Kenyatta International Airport on a scheduled flight. They are met by Jeff, an *African Safaris Ltd* representative who explains that he will be accompanying them throughout their stay in Kenya.

i) Illustrate the Structure of the Travel and Tourism industry and indicate the positions of *African Safaris Ltd* and *Let's go travel* on the diagram. **(3 marks)**

ii) The travel and tourism industry is said to be "interdependent". Explain what this means using examples from the case study. **(3 marks)**

SECTION B- 30 marks

2. a) Describe any five current uses of technology in the tourism industry
(5 marks)
- b) Discuss the impact of technology on the tourism industry. **(10 marks)**
3. Tourism is a **double edged sword**. In view of the above statement, critically analyse the impacts of tourism on a destination. **(15 marks)**
4. i) Using relevant examples, describe any five characteristics of a tourism product
(5 marks)
- ii) Tourists have different motive for travel. Explain how motivation for tourism changes as one moves across the various levels of the Maslow's hierachy of needs.
(10 marks)
5. i) With the use of illustrations, describe the various stages of destination development according to Butler 1980
(8 marks)
- ii) Explain seven reasons why its important for destinations to measure their tourists flows.
(7 marks)

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