MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER

SCHOOL OF TOURISM & NATURAL RESOURCES MANAGEMENT
DIPLOMA IN TOURISM & WILDLIFE MANAGEMENT

COURSE CODE: NDTW 112
COURSE TITLE: INTRODUCTION TO TOURISM

DATE: 4ᵀᴴ DECEMBER 2018   TIME: 8:30 AM – 10:30 AM

<u>INSTRUCTIONS TO CANDIDATES</u>

Answer question ONE and any other TWO questions.

*This paper consists of **FIVE** printed pages. Please turn over.*

QUESTION ONE

a) Define the following terms as used in the field of tourism.
   i.   Tourist.   (1mark)
   ii. Destination.   (1mark)
   iii. Tourism product.   (1mark)

b) State and briefly explain **FIVE characteristics** of a tourism product or service.   (5marks)

c) Explain **FIVE** factors that influence travel motivation. (5marks)

d) Mention any **FOUR** agencies involved in the tourism industry in Kenya.

                                                        (4marks)

e) Differentiate between a national park and national reserve as natural attractions found in Kenya.   (2marks)

f) Identify any THREE national parks found in Kenya   (3marks)

g) Explain the current and emerging trends affecting the tourism industry globally.   (3marks)

SECTION B: ANSWER ANY THREE QUESTIONS (45marks)

QUESTION TWO

Give a detailed account of the historical development of the tourism industry.

                                                        (15marks)

QUESTION THREE

a) Describe the classes of tourists as presented by Plog (1977).   (8marks)

b) Tourism can take the form of various aspects in a given environment/region. Using relevant attractions as examples, discuss the major forms of tourism experienced in Kenya.   (7marks)

QUESTION FOUR

Describe in details tourism product life cycle highlighting the key characteristics of each stage.   (15marks)

QUESTION FIVE

Discuss **the positive economic and environmental** impacts of tourism to the tourism generating region.   (15marks)

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