



MAASAI MARA UNIVERSITY

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

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
CERTIFICATE IN TOURISM AND WILDLIFE
MANAGEMENT**

**COURSE CODE: CTW 003
COURSE TITLE: FUNDAMENTALS OF TOURISM**

DATE: 29. 4. 2019

TIME: 11.00AM - 1.00PM

INSTRUCTIONS TO CANDIDATES:

**ANSWER ALL QUESTIONS IN SECTION A AND ANY OTHER THREE IN
SECTION B**

SECTION A: ANSWER ALL QUESTIONS (25 MKS)

QUESTION ONE

- a) Define the following terms **(6Mks)**
- i. Tourism
 - ii. Excursion
 - iii. Destination
- b) State and explain any **five** types of tours that can be prepared for clients to suit their taste and preferences **(10Mks)**
- c) Briefly describe the emerging trends and current issues impacting the tourism industry worldwide **(5Mks)**
- d) Giving examples differentiate between push and pull factors of tourism **(4Mks)**

SECTION B: ANSWER ANY THREE QUESTIONS (45MKS)

QUESTION TWO

Identify and explain any **FIVE** factors that can influence an individual to travel to various tourism destinations globally, citing relevant examples **(15Mks)**

QUESTION THREE

Tourism can be termed as a good and also a bad activity, with sufficient details explain this statement **(15Mks)**

QUESTION FOUR

- a) Explain the types of tourism being practiced in Kenya today **(5Mks)**
- b) Describe any **FIVE** forms of tourism experienced in the industry globally **(10Mks)**

QUESTION FIVE

Discuss the positive and negative social cultural impacts of tourism to the tourism destination region **(15Mks)**

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