



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: NDTW 112

COURSE TITLE: INTRODUCTION TO TOURISM

DATE: 19TH AUGUST, 2019

TIME: 0830 - 1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **THREE** questions

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

1.
 - a.) Define ;
 - i.) Excursionists (2 Marks)
 - ii.) Tourists (2 Marks)
 - iii.) Visitor (2 Marks)
 - iv.) Travel Trade (2 Marks)
 - v.) Globalization (2 Marks)
 - b.) Sex Tourism is rampant in Kenya. Highlight the forms of sex tourism commonly practised in the country. (5 Marks)
 - c.) Explain the emerging trends shaping the Kenyan Tourism industry. (5 Marks)
 - d.) List at least 5 (Five) Government agencies involved in the Kenyan Tourism Industry. (5 Marks)
2. The operating sectors of the tourism industry represent what many of the general public perceive as tourism. Discuss the operating sectors of Tourism. (15 Marks)
3. Discuss the positive and negative impacts of Tourism. (15 Marks)
4. Based on their various needs and reasons for traveling, tourists are classified in categories: Discuss the categories. (15 Marks)
5. Tourism is a complex phenomenon. Discuss the components that shape the Tourism industry. (15 Marks)

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