



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2021/ 2022 ACADEMIC YEAR**

**FIRST YEAR FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCE, TOURISM AND  
HOSPITALITY**

**CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT.**

**COURSE CODE: CTW 007**

**COURSE TITLE: FUNDAMENTALS OF TOURISM**

**DATE: 6 THA APRIL,2022**

**TIME: 0230-0430HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

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

## SECTION A: 30MKS

**Answer all questions**

1. Define the following terms citing relevant examples  
a) Tourism (2mks)  
b) Culture (2mks)  
c) Inbound tourism (2mks)  
d) Outbound tourism (2mks)  
e) Domestic tourism (2mks)
  
2. Highlight the factors that motivate people to travel to different tourism destinations (6mks)
  
3. Name the countries making up the East African Community (4mks)
  
4. Name the characteristics of Culture (6mks)
  
5. Describe the bodies in Kenya government that are responsible for Tourism (4mks)

## SECTION B

**Answer any two questions**

6. Describe the emerging trends in the tourism industry (20mks)
  
7. Explain the positive impacts of tourism in East African (20mks)
  
8. Describe the tourism circuits in Kenya citing relevant examples (20mks)
  
9. What are problems facing tourism in East Africa. (20mks)

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