



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2022/ 2023 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF TOURISM AND WILDLIFE MANAGEMENT
DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT.**

COURSE CODE: NDTW 112

COURSE TITLE: INTRODUCTION TO TOURISM

DATE: 13TH DECEMBER. 2022

TIME: 1430-1630

Instructions

Answer all questions in Section A and any other three in Section B

SECTION A-25MKS

QUESTION ONE

- a) Differentiate between tourism and hospitality **(2mks)**
- b) 'All tourists are travelers, but not all travelers are tourists, explain by giving examples **(3mks)**
- c) Using examples, explain the following forms of tourism
 - i. Dark tourism **2mks**
 - ii. Rural tourism **2mks**
- d) State any FOUR characteristics of the modern tourist **(4mks)**
- e) Differentiate between the Allocentric and Psychocentric types of tourists **(4mks)**
- f) Differentiate between organized mass tourists and individual mass tourists **(4mks)**
- g) Identify any four emerging issues in tourism **(4mks)**

SECTION B-45MKS

QUESTION TWO

- i. Discuss any Five components of tourism giving examples in each case **(5mks)**
- ii. Tourism/travel products are unique, with examples discuss five points to justify this statement **(10mks)**

QUESTION THREE

Discuss the following in detail giving examples where applicable.

- i. Economic impacts of tourism **(5mks)**
- ii. Socio-cultural impacts of tourism **(5mks)**
- iii. Environmental impacts of tourism **(5mks)**

QUESTION FOUR

Using your knowledge from introduction to tourism and hospitality, describe any five challenges facing tourism in Kenya today **(15mks)**

QUESTION FIVE

- i. Explain five types of Hotel rates **(5mks)**
- ii. With relevant examples discuss any five factors affecting room/hotel rates in the hospitality industry **(10mks)**

QUESTION SIX

- i. Explain five factors that influence tourist motivation to travel **(5mks)**
- ii. Maslow in 1971 described five distinguishing levels that influence the decision-making of an individual. Using real-life examples, describe Maslow's Hierarchy of needs **(10mks)**

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