



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

SCHOOL OF TOURISM, AND HOSPITALITY

BACHELOR OF TOURISM MANAGEMENT

COURSE CODE: BTM 1103-1

COURSE TITLE: INTRODUCTION TO TOURISM

DATE: 1/2/2024

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **Two** in section **B**.

This paper consists of 2 printed pages. Please turn over

SECTION A- 20 marks

1.

- a) Out line the criteria for defining a tourist. **(4 marks)**
- b) Explain any **FOUR** characteristics of the modern tourist **(4 marks)**
- c) List any **SIX** types of international travellers who are not considered to be tourists by UNWTO **(3 marks)**
- d) Differentiate between organized mass tourists and individual mass tourists **(4 marks)**
- e) Outline any five types of tourism products that are prevalent in Kenya **(5 marks)**

SECTION B- 30 marks

- 2. Tourism is a composite product, discuss. **(15 marks)**
- 3. Discuss how advancements in technology have transformed guest experiences, reservation systems and marketing strategies in the industry. **(15 marks)**
- 4. Tourism is the 'goose that lays the golden egg', discuss. **(15 marks)**
- 5. Maslow in 1971 described five distinguishing levels that influence the decision-making of an individual. With a well-labeled diagram, describe the Maslow Hierarchy of needs **(15mks)**

/End/