



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

**SCHOOL OF TOURISM, AND HOSPITALITY
BACHELOR OF ARTS IN GEOGRAPHY AND
GEOSPATIAL TECHNIQUES**

COURSE CODE: GEO 2116-1

**COURSE TITLE: GEOGRAPHY OF TOURISM AND
TRAVEL**

DATE: 7/12/2023

TIME: 1430-1630 HRS

INSTRUCTIONS TO CANDIDATES

*Answer all questions in **SECTION A** and any other **two** in **SECTION B***

SECTION A-20 MARKS

Question 1

- a) Illustrate **TWO** ancillary services and their benefits to the tourism industry. **(2 Marks)**
- b) Elucidate the supply side of the tourism industry. **(2 Marks)**
- c) Explain **FOUR** roles Information Technology play to the tourism industry. **(4 Marks)**
- d) Describe **FOUR** factors that may affect tourism planning for a tourism activity in a geographical region. **(4 Marks)**
- e) Discuss **FOUR** factors that have affected the development of tourism in the world **(4 Marks)**
- f) Illustrate **FOUR** socio-economic impacts of tourism to a destination **(4 Marks)**

SECTION B: 30 MARKS

Question 2

- a) Assess **TWO** international laws that govern tourism in Kenya. **(5 Marks)**
- b) "Tourisms carry with it" a seed of destruction. Analyze **(10 Marks)**

Question 3

- a) Explain **FIVE** challenges you would face due to inadequate planning for a tourism project. **(5 Marks)**
- b) The physical plant of a tourism product is composed of various elements. Illustrate using relevant examples. **(10 Marks)**

Question 4

- a) You have been employed as a Tour Manager in a firm. Discuss **FIVE** characteristics that may help you distinguish tourism products from other goods. **(5 Marks)**
- b) Describe the environmental component of the tourism industry **(10 Marks)**

Question 5

- a) Describe the transit component of the tourism industry **(5 Marks)**
- b) You have been employed as a manager for a tourism firm in your County. Discuss **FIVE** factors that influence demand and choice of a destination. **(10 Marks)**

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