



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR**

FIRST YEAR FIRST SEMESTER

**SCHOOL OF TOURISM, AND HOSPITALITY
BACHELOR OF HOTELS AND HOSPITALITY
MANAGEMENT**

COURSE CODE: HHM 1103-1

**COURSE TITLE: INTRODUCTION TO
HOSPITALITY AND TOURISM INDUSTRY**

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: ANSWER ALL QUESTIONS (20MKS)

QUESTION ONE

- a)
- i. Define tourism & hospitality **(2mks)**
 - ii. Distinguish between international and domestic tourism **(2mks)**
- b) 'All tourists are travelers, but not all travelers are tourists'. Explain by giving examples **(4mks)**
- c) Explain any four characteristics of Business Tourism **(4mks)**
- d) Using a well labeled diagram, describe the relationship between the hospitality industry and tourism. **(4mks)**
- e) Highlight four factors that influence individual travel motivations in the industry today **(4mks)**

SECTION B: ANSWER ANY TWO QUESTIONS (30MKS)

QUESTION TWO

Tourism/travel products are unique in nature, with examples discuss five points to justify this statement **(15mks)**

QUESTION THREE

Discuss the economic, social and cultural impacts of tourism on a destination. **(15mks)**

QUESTION FOUR

- a) Explore and discuss **five** types of accommodation options available to tourists **(5mks)**
- b) Discuss any five factors that influence the visitors' choice of accommodation facility **(10mks)**

QUESTION FIVE

- a) Analyze **FIVE** factors that demotivate potential cruisers. **(5mks)**
- b) Giving examples, discuss any other Five current issues in tourism and hospitality **(10mks)**

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