



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR FIRST SEMESTER

**SCHOOL OF NATURAL RESOURCES,
ENVIRONMENTAL STUDIES AND AGRICULTURE**

**DIPLOMA IN TOURISM AND WILDLIFE
MANAGEMENT**

COURSE CODE: NDTW 112

COURSE TITLE: INTRODUCTION TO TOURISM.

DATE: 19 TH APRIL,2024 TIME:1430-1630HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 2 printed pages. Please turn over

Section A (25 Marks) -Answer all questions

QUESTION ONE

- i. What do you understand by the term Tourism?
(2Marks)
- ii. Differentiate between a Tour operator and Travel agent as travel intermediaries facilitating tour experiences.
(3Marks)
- iii. Discuss any Five (5) push and pull factors that can influence a tourist to visit destination Kenya.
(10Marks)
- iv. Giving one relevant attraction in each case, list any Five tourism circuits developed by Kenya Tourism Board.
(10Marks)

QUESTION TWO

- a) Discuss any Five (5) Components that builds a tourism system.
(10Marks)
- b) Mention any Five (5) tourism activities that a visitor can engage in while visiting Kenya as a tourism destination.
(5Marks)

QUESTION THREE

- a) Identify any five (5) key tourism stakeholders that are actively involved in successful tourism development and management in Kenya.
(5Marks)
- b) Examine any five (5) roles played by the private sector in creating unforgettable tourism experiences to the visitors touring Kenya.
(10Marks)

QUESTION FOUR

- a) Explain any five (5) social benefits of Tourism to the local community.
(10Marks)
- b) Tourism has impacted the Coastal environment negatively in different ways, as the regional tourism manager propose five (5) possible mitigation measures to curb these impacts.
(5Marks)

QUESTION FIVE

- a) Identify the typologies/classification of tourists and briefly describe characteristics in each type as projected by Plog (1974).
(10Marks)
- b) Highlight any five (5) emerging issues that are affecting the tourism industry in Kenya.
(5Marks)

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