



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2018/2019 ACADEMIC YEAR
FIRST YEAR, FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL
RESOURCE MANAGEMENT
BACHELOR OF TOURISM
MANAGEMENT/BACHELOR OF HOTELS &
HOSPITALITY MANAGEMENT**

COURSE CODE: BTM1103

**COURSE TITLE: INTRODUCTION TO TOURISM
MANAGEMENT**

DATE: 3RD DECEMBER, 2018

TIME: 0830 - 1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** compulsory and any other **THREE** questions

This paper consists of 2 printed pages. Please turn over.

SECTION A-25 MARKS

QUESTION ONE

- a) Define an excursionist as used in tourism **(1 marks)**
- b) Distinguish between an outbound and inbound tourist **(2 marks)**
- c) With the use of relevant examples, differentiate between push and pull factors as used to explain tourist behavior **(4 marks)**
- d) Outline any six types of international travelers who are not considered to be tourists by United Nations World Tourism Organization. **(3 marks)**
- e) Identify any four types of intermediaries and briefly explain their roles in tourism **(4 marks)**
- f) State and explain any five characteristics of the tourism that makes it unique from other products/services. **(5 marks)**
- g) State and explain any three ways of measuring tourist flows **(6 marks)**

SECTION B-45 MARKS

QUESTION TWO

- a) Identify and explain any five factors that influence the decision to participate in tourism. **(5 marks)**
- b) Using any **ONE** theory of your choice, discuss the concept of travel motivation in tourism **(10 marks)**

QUESTION THREE

- a) Identify the main elements that make up the tourism product **(6 marks)**
- b) Describe the role of technology in the tourism industry **(9 marks)**

QUESTION FOUR

Analyze the impacts of tourism on a tourism destination **(15 marks)**

QUESTION FIVE

- a) Highlight any five types of tourism **(5 marks)**
- b) Describe the historical development of tourism from ancient times to date **(10 marks)**

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