



MAASAI MARA UNIVERSITY

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

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

COURSE CODE: BTM 2103

COURSE TITLE: TOURISM ECONOMICS

DATE: 4TH DECEMBER, 2018

TIME: 0830 - 1030 HRS

INSTRUCTIONS TO CANDIDATES

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

This paper consists of 3 printed pages. Please turn over.

SECTION A: (25 MARKS)

- 1 a) Highlight the components of the tourism products. **(5Marks)**
- b) Explain the various determinants of tourism supply. **(5Marks)**
- c) Discuss **five (5)** main roles of tourism regulatory bodies in Kenya. **(5Marks)**
- d) Explain how demand and supply equilibrium can be achieved in the tourism sector. **(5 Marks)**
- e) Explain the various components of tourism supply. **(5 Marks)**

SECTION B: (45 MARKS)

- 2 a) Explain the benefits that a country can get by engaging in international tourism. **(8 Marks)**
- b) Discuss the negative economic impacts in tourism industry. **(7 Marks)**
- 3 a) Discuss the benefits of Tourism Satellites Accounts (TSA) in tourism Industry. **(8 Marks)**
- b) Explain the various challenges of employment faced in tourism sector. **(7 Marks)**
- 4 a) Describe the role of media in stimulating the demand for tourism services in Kenya. **(8 Marks)**
- b) Discuss the various issues that one will consider when doing competitive analysis. **(7Marks)**
- 5 a) Explain the various determinants of tourism demand. **(7 Marks)**
- b) Discuss the role of government in development of the tourism industry. **(8 Marks)**

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