



# **MAASAI MARA UNIVERSITY**

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

**SCHOOL OF TOURISM & NATURAL RESOURCES  
MANAGEMENT  
CERTIFICATE IN TOURISM AND WILDLIFE  
MANAGEMENT**

**COURSE CODE: CTW 003**

**COURSE TITLE: FUNDAMENTALS OF TOURISM**

**DATE: 4<sup>TH</sup> DECEMBER, 2018**

**TIME: 0830 - 1030 HRS**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** question section **A** and any other **THREE** in section **B**

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

**SECTION A: ANSWER ALL QUESTIONS (25 MARKS)**

1.

- a) Define the following terms (3 marks)
- i) Tourism
  - ii) Excursion
  - iii) Visitor
- b) State and explain five characteristics of tourism products. (10 marks)
- c) Explain any four factors considered by a tourist when choosing a mode of transport to a given destination (8 marks)
- d) Giving examples differentiate between niche tourism and mass tourism (4 marks)

**SECTION B: ANSWER ANY THREE QUESTIONS (45 MARKS)**

2. Discuss factors that influence the demand of tourism (15 marks)
3. Discuss the evolution of tourism from the ancient time up to date (15 marks)
4. Giving examples explain five components of tourism (15 marks)
5. Tourism can be termed as a good and also a bad activity, giving valid reasons explain this statement (15 marks)

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