

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

GEOG 324: GEOGRAPHY OF RECREATION, TRAVEL AND TOURISM MANAGEMENT

STREAMS: B.ARTS Y3S2

TIME: 2 HOURS

DAY/DATE: MONDAY 12/07/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer question ONE and any other TWO questions.**
- **Use illustrations and examples wherever necessary.**

- (a) Explain the FIVE “P” used in Tourism and Travel. (10 marks)
 - (b) Account for the variations in Reaction and Travel activities. (14 marks)
 - (c) Describe THREE roles of the tourism sector in Kenya in promoting tourism. (6 marks)
 - Discuss the socio-economic importance of tourism to Kenya’s economy. (20 marks)
 - Assess challenges facing the tourism and travel sub-sector in Kenya. (20 marks)
 - Examine how Kenyan countries can promote and strengthen travel and tourism in their regions. (20 marks)
 - (a) Explain how communication and transport infrastructure development has influenced the development of tourism globally. (8 marks)
 - (b) Discuss major tourist attractions in the world and show how such can be developed to spur wealth creation. (12 marks)
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