

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND
HOSPITALITY MANAGEMENT**

DTHM 0252: TOURISM INTERNAL AND EXTERNAL TOURISM ENVIRONMENT

STREAMS: DTHM Y2S2

TIME: 2 HOURS

DAY/DATE: FRIDAY 05/11/2021

8.30 A.M – 10.30 A.M.

INSTRUCTIONS:

- Answer **All** questions in **section A** and any two questions in **section B**
- Do not write anything on the question paper

SECTION A: (30 MARKS)

1. Highlight **SIX** benefits why governments should invest in marketing their country as a tourist destination (6 marks)
2. Suppliers' powers determine the survival and success of any tourism business environment and managers have to be keen when selecting prospective suppliers, advice the managers on the attributes to consider while selecting suppliers (6 marks)
3. Briefly explain any **THREE** environmental benefits of proposing a salt marsh development in a swampy area (6 marks)
4. Briefly explain how competition influences the success of any given tourism environment (6 marks)
5. Briefly explain the benefits of having organizational vision and mission to tourism enterprises (6 marks)

SECTION B: (40 MARKS)

6. Discuss PESTEL model and how it contributes to the development of tourism environment (20 marks)

7. a) Explain various aims for tourism environment analysis. (10 marks)
 - b) Explain various ways how substitute goods influence the consumption of tourism goods (10 marks)
 8. Diagrammatically, describe tourism product environment (20 marks)
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