

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA/EMBU

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

**DTHM 0251: THE BUSINESS OF TOURISM**

**STREAM: DTHM Y2S1**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 25/03/2021**

**11.30 A.M. – 1.30 P.M.**

**INSTRUCTIONS:**

- Answer ALL questions in section A and any TWO in section B
- **Do not write on the question paper**

**SECTION A (30 MARKS)**

1. Explain the meaning of the following terms;
  - (a) Tourism business (2 marks)
  - (b) Tourism industry (2 marks)
  - (c) Tourism product (2 marks)
2. Briefly explain **SIX** factors that influence tourism supply. (6 marks)
3. Briefly explain **FOUR** types of tourism demand. (4 marks)
4. Briefly explain **FIVE** economic factors determining tourism demand. (5 marks)
5. Briefly explain the contents of the memorandum of association in the formation of a tourism company. (4 marks)
6. Briefly explain **FIVE** factors contributing to the growth of tourism in Kenya. (5 marks)

**SECTION B (40 MARKS)**

7. Discuss factors that influence consumer behavior. (20 marks)

8. (a) Discuss **FIVE** components of a successful tourism destination. (10 marks)  
(b) Describe the tourism product development process. (10 marks)
9. (a) Discuss the principal factors that affect tourism demand. (10 marks)  
(b) Explain the trends of tourism development in the world. (10 marks)
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