

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATIONS**

**CHUKA/EMBU**

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

**DTHM 0111: INTRODUCTION TO TOURISM**

**STREAMS: DTHM Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 30/03/2021**

**8.30 A.M – 10.30 A.M**

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**INSTRUCTIONS:**

**Answer all questions in section A and any two questions in section B**

**Do not write on the question paper**

**SECTION A (30 marks)**

1. Write short notes on the following terms. [6 marks]
  - (a) Religious tourism
  - (b) Health tourism
  - (c) Sex tourism
  - (d) Sports tourism
  - (e) Business tourism
  - (f) Beach tourism
2. Briefly explain **FOUR** reasons for statistical measurement in tourism. [4 marks]
3. State **SIX** benefits of sustainable tourism development. [6 marks]
4. State **SIX** objectives of United Nations World Tourism Organization (UNWTO). [6 marks]

5. List **FOUR** travel facilitators in tourism. [4 marks]
6. Briefly explain **TWO** forms tourists in terms of income levels and propensity to spend. [4 marks]

**SECTION B: (40 MARKS)**

7. (a) Discuss the major functions Kenya Tourism Board. [10 marks]  
(b) Discuss the challenges facing tourism development today. [10 marks]
  8. (a) Discuss the challenges of community participation in tourism product development. [10 marks]  
(b) Discuss the **FIVE** positive environmental impact of tourism development in Kenya. [10 marks]
  9. Discuss various roles of tour operators in tourism development. [20 marks]
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