

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF BACHELOR OF SCIENCE IN ECOTOURISM
AND HOSPITALITY MANAGEMENT**

TOHM 461: INTERNATIONAL AND DOMESTIC TOURISM DEVELOPMENT

STREAMS: BECO Y4S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

8.30 AM. – 10.30 A.M

INSTRUCTIONS:

SECTION A (30 MARKS): ANSWER ALL QUESTIONS

1. Briefly discuss six negative economic consequences of uncontrolled international tourism development in a country. [6 marks]
2. Outline six benefits of undertaking national and regional tourism planning. [6 marks]
3. Describe briefly six variables impacting on intradestination movements in international tourism. [6 marks]
4. Explain briefly six ways in which the expansion of the Standard Gauge Railway (SGR) could revolutionise tourism in Kenya. [6 marks]
5. Explain briefly six complexities of tourist accommodation business that may pose a challenge to local investors. [6 marks]

SECTION B (40 MARKS) ANSWER ANY TWO QUESTIONS

6. Justify why you would recommend domestic tourism as a strategy for socio-economic development in Kenya. [20 marks]
7. Explain the factors that account for low levels of tourism development in sub-Saharan Africa and the way forward. [20 marks]

8. Discuss the appropriateness of the varied tourism development planning approaches.

[20 marks]
