

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF  
BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF TOURISM  
MANAGEMENT

BTOM 111: INTRODUCTION TO TOURISM

STREAMS: BTOM Y2S1

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 5/12/2018

8.30 A.M - 10.30 A.M.

INSTRUCTIONS:

- Answer ALL Questions in Section A and any TWO in Section B
- Do not write on the question paper

SECTION A: ANSWER ALL QUESTIONS - [30 MARKS]

1. Using a well labeled diagram describe the important elements of managing tourism based on Leiper (1996) model of tourism system [5 Marks]
2. Briefly explain the tourism production process based on (Smith, 1994) [5 Marks]
3. Describe the main barriers of tourism in the 21<sup>st</sup> Century. [5 Marks]
4. How does tourist psychology affect tourism product consumption? [5 Marks]
5. Describe the economic aspects of tourism in a destination. [5 Marks]

SECTION B: CHOOSE TWO QUESTIONS IN THIS SECTION - [40 MARKS]

6. (a) Discuss the structure of hospitality sector in tourism. [10 Marks]  
(b) Explain the role of travel organization sector in tourism. [10 Marks]
7. (a) Explain the dynamics that led to the growth of tourism in the middle ages. [10 Marks]  
(b) Discuss the popularity and the global growth of ecotourism between 1990 and 2010. [10 Marks]

**BTOM 111**

8. (a) Discuss various issues considered in destination management for enhancing competitive advantage in tourism business. [10 Marks]

(b) Discuss the comparative advantage of using product development over tourism promotion strategies in Kenyan tourism destination. [10 Marks]

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