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CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS  
CHUKA/EMBU**

**EXAMINATION FOR THE AWARD OF CERTIFICATE IN TOURISM AND  
HOSPITALITY**

**CHTM 00101: INTRODUCTION TO TOURISM AND HOSPITALITY MANAGEMENT**

**STREAMS: CHTM Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: THURSDAY 13/12/2018**

**11.30 A.M – 1.30 P.M**

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**INSSTRUCTIONS:**

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

**SECTION A (30 MARKS)**

1. Highlight six parameters used in defining tourism. [6 marks]
2. Differentiate between ecotourism and sustainable tourism. [4 marks]
3. Briefly explain three forms of tourism in relation to geographical area visited by the tourists. [6 marks]
4. Briefly explain three motivators of travel in tourism. [6 marks]
5. Briefly describe the tourism system using the Leipers model (1990). [4 marks]
6. Briefly explain four negative impacts of tourism to the economy. [4 marks]

**SECTION B (40 MARKS)**

7. Describe the evolution and development of tourism and hospitality. [20 marks]
8. (a) Discuss five reasons why hotels are classified. [10 marks]  
(b) Explain five factors considered in classifying hotels. [10 marks]
9. Explain ten factors affecting the movements of tourists from tourism generation region to the tourism destination region. [20 marks]

