

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

**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 04/12/2018

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: COMPULSORY (30 MARKS)

1. Discuss broadly the meaning of the term tourism. (4 marks)
2. Briefly explain the FOUR geographical classification of tourism. (4 marks)
3. Explain FIVE factors that motivate people to travel from one region to another. (5 marks)
4. Briefly explain FOUR economic factors determining tourism demand. (4 marks)
5. Describe FIVE positive environmental impacts of tourism. (5 marks)
6. Explain FOUR major supply components that a tourist area must possess. (4 marks)
7. Discuss FOUR factors contributing to growth of tourism in Kenya. (4 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)

8. (a) Explain the objectives of the establishment of United Nations World Tourism Organization (UNWTO) (8 marks)

- (b) Discuss the role of the government in tourism development in Kenya. (12 marks)
9. (a) Discuss various cultural components which can be used as forms of tourism attractions. (12 marks)
- (b) Explain the positive economic impact of tourism to the destination. (8 marks)
10. (a) Discuss pull and push factors which determine tourist flows. (10 marks)
- (b) Discuss the positive socio-cultural impacts of tourism. (10 marks)
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