

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU CAMPUS

**EXAMINATION FOR THE AWARD OF
DIPLOMA IN TOURISM AND HOTEL MANAGEMENT**

DTHM 0111: INTRODUCTION TO TOURISM

STREAMS: DTHM

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer ALL Question in Section A and Two Questions in Section B**
- **Do not write on the question paper**

SECTION A (30 MARKS)

1. Differentiate between the following terms
 - (a) Premium and budget tourist [2 marks]
 - (b) Domestic tourism and international tourist. [2 marks]
 - (c) Sustainable tourism and ecotourism [2 marks]
2. Briefly explain six tangible elements of tourism giving an example in each case. [6 marks]
3. Briefly explain five forms of tourism in relation to geographical area visited by the tourist. [5 marks]
4. Explain five intangible components of tourism giving an example in each case. [5 marks]
5. Briefly explain three motivators of travel in tourism. [3 marks]
6. Outline five ways of managing the negative impacts tourism to the destinations.

[5 marks]

SECTION B (40 MARKS)

7. (a) Describe the six stages of destination life cycle according to Butlers' theory (1990). [12 marks]

(b) Discuss the implications of tourism on the environment. [8 marks]

8. Discuss ten factors affecting the movement of tourists from their usual place of residence to the destination. [20 marks]

9. (a) Discuss five contributions of tourism to the economy. [10 marks]

(b) Explain five determinants of demand in tourism. [10 marks]
