

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU

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: MONDAY 09/12/2019

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

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

SECTION A: COMPULSORY) – 30 MARKS

1. Discuss the broad meaning of the term tourism [4 marks]
2. Briefly explain FOUR economic factors determining tourism demand [4 marks]
3. Describe FIVE negative environmental impacts of tourism [5 marks]
4. List FOUR reasons why statistical measurement is important in tourism [4 marks]
5. Explain FOUR factors that motivate people to travel from one region to another [5 marks]

6. Explain FOUR major supply components that a tourist areas must possess [4 marks]
7. Discuss FOUR factors contribution to growth of tourism in Kenya [4 marks]

SECTION B: ANSWRE ANY TWO QUESTIONS (40 MARKS)

7. (a) Discuss various forms of tourism according to the interest sought by tourists [20 marks]

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8. (a) Discuss pull and push factors which determine tourist flows [10 marks]
(b) Discuss the negative socio-cultural impacts of tourism [10 marks]

9. (a) Discuss various cultural components which can be used as forms of tourist attractions [12 marks]

marks]

- (b) Explain the roles of ministry of tourism in tourism development in Kenya [8 marks]

marks]
