

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA & EMBU CAMPUS

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

DTHM 0251: THE BUSINESS OF TOURISM

STREAMS: DTHM Y2S1

TIME: 2 HOURS

DAY/DATE: MONDAY 05/08/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

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

SECTION A (30 MARKS)

1. Define the following terms:
 - (a) Tourism industry [2 marks]
 - (b) Tourism product [2 marks]
 - (c) Tourism business [2 marks]
2. Briefly explain six characteristics of a business. [6 marks]
3. Briefly explain six steps of tourism product consumption process. [6 marks]
4. Explain six consequences of seasonality in tourism industry. [6 marks]
5. Discuss three sources of data used in measurement of demand of tourism products at the Kenyan tourism destinations. [6 marks]

SECTION B (40 MARKS)

6. Describe ten characteristics of the tourism industry. [20 marks]

7. (a) Discuss six contributions of tourism business to the Kenyan Economy. [12 marks]
- (b) Tourism product development comprises of eight stages. Discuss. [8 marks]
8. (a) Discuss five components of a successful tourism destination in Kenya. [10 marks]
- (b) Discuss five forms of tourism products. [10 marks]
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