

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN ECOTOURISM AND BACHELOR OF TOURISM MANAGEMENT

BTOM 111: INTRODUCTION TO TOURISM

STREAMS: BECO, BTOM YISI

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 04/12/2019

11.30 AM – 1.30 PM

INSTRUCTIONS:

- Read the instructions in each section
- Switch off your Mobile Phones
- Cheating is not allowed

SECTION A (Answer All Questions in this Section) (30 Marks)

1. Describe the tourism system based on Mills & Morison (1997). (5 marks)
2. Explain the tourism production based on Smith (1994). (5 marks)
3. Describe the 5 categories of tourism motivators. (5 marks)
4. Briefly explain the growth of tourism during the industrial period. (5 marks)
5. Describe the tourism organization sector. (4 marks)
6. Highlight the environmental aspects of tourism in a destination. (6 marks)

SECTION B (Choose Two Questions in this Section) (40 Marks)

7. Explain the methods of measuring tourism demand in a destination. (20 marks)
8. Discuss the prospects of ecotourism in future tourism business competitiveness. (20 marks)

9. Discuss the important factors to consider when managing tourism facilities/
infrastructure. (20 marks)
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