

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

SECOND YEAR EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM MANAGEMENT

BTOM 252 TOURISM TRANSPORT SYSTEMS

STREAMS: BTOM Y2S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 7/12/2017

8.30 A.M - 10.30 A.M

INSTRUCTIONS:

- Answer ALL Questions in Section A and any other TWO Questions from Section B
- Do not write on the question paper

QUESTION A: (COMPULSORY) [30 MARKS]

1. Briefly explain tourism transport system according to Leiper's Model. [6 Marks]
2. Briefly explain 5 ways of measuring quality of tourism transport services. [6 Marks]
3. Briefly explain 3 modes of transport and how they impact on tourism development. [6 Marks]
4. Briefly explain 3 policy issues relating to congestion caused by using personal means of transport in tourism. [6 Marks]
5. Discuss the distribution channel of tourism transport service. [6 Marks]

SECTION B: ANSWER ANY 2 QUESTIONS [40 MARKS]

6. Netherlands is virtually car-free country having implemented a range of actions to control traffic jams. Discuss 5 similar strategies that could be used by Kenya to decongest the City of Nairobi. [20 Marks]
7. Explain how you would use the marketing mix to market tourism transport service. [20 Marks]
8. Critique any 4 environmental issues and the implications with regards to tourism transport and climate change. [20 Marks]