

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA AND EMBU CAMPUSES

FIRST YEAR EXAMINATION FOR THE AWARD OF CERTIFICATE IN TOURISM AND HOSPITALITY MANAGEMENT

CHTM 00101: INTRODUCTION TO TOURISM AND HOSPITALITY

STREAMS: CHTM Y1S1

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 TWO question in Section B
- Do not write on the question paper

SECTION A: [30 MARKS]

1. Highlight six parameters used in defining tourism. [6 Marks]
2. Differentiate between Ecotourism and Sustainable tourism. [4 Marks]
3. Briefly explain three forms of tourism in relation to geographical area visited by the tourists. [6 Marks]
4. Briefly explain three motivators of travel in tourism. [6 Marks]
5. Briefly describe the tourism system using the Leipers model (1990) [4 Marks]
6. Briefly explain four negative impacts of tourism to the economy. [4 Marks]

SECTION B: [40 MARKS]

7. Describe the evolution and development of tourism and hospitality industry. [20 Marks]
8. (a) Discuss five reasons why hotels are classified. [10 Marks]
(b) Explain five factors considered in classifying hotels. [10 Marks]
9. Explain ten factors affecting the movement of tourists from tourism generating region to the tourism destination region. [20 Marks]