

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

FIRST YEAR EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND HOTEL MANAGEMENT

DTHM 0101: INTRODUCTION TO TOURISM

STREAMS: DTHM Y1S1

TIME: 2 HOURS

DAY/DATE: THURSDAY 7/12/2017

11.30 A.M - 1.30 P.M.

INSTRUCTIONS:

- Answer all questions in SECTION A and any other TWO in SECTION B
- Do not write anything on the question paper

SECTION A: [30 MARKS]

1. Define the following terms;
 - (a) Hospitality
 - (b) Itinerary
 - (c) A back packer[6Marks]
2. Mention and explain briefly three different forms of tourism. [6 Marks]
3. Briefly describe three roles of a travel agent. [6 Marks]
4. Differentiate between;
 - (a) Same day visitor and tourist. [2 Marks]
 - (b) Inbound and outbound tourism. [2 Marks]
 - (c) A tour operator and a tour guide. [2 Marks]
5. Identify and explain briefly three social impacts of tourism in Kenya. [6 Marks]

SECTION B: [40 MARKS]

6. Discuss any five different classifications of visitor segments. [20 Marks]
 7. Discuss the components of tourism in reference to a known destination. [20 Marks]
 8. (a) Discuss six negative environmental impacts of tourism to the destinations in Kenya. [12 Marks]
(b) Describe four strategies to mitigate the impacts in 8 (a) above. [8 Marks]
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