

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

DTHM 0111: INTRODUCTION TO TOURISM

STREAMS: DTHM Y1S1

TIME: 2 HOURS

DAY/DATE: MONDAY 4/12/2017

8.30 A.M – 10.30 A.M

INSTRUCTIONS:

- **Answer all questions in section A and any two in section B**
- **Do not write on the question paper**

1. Discuss in broad concept the meaning of the term tourism. [4marks]
2. Briefly explain four forms of tourism that have environment impact. [4marks]
3. Outline four factors that motivate people to travel from one region to another. [5marks]
4. Briefly explain four economic factors determining tourism demand. [4marks]
5. Briefly discuss five reasons why it is important to plan for tourism. [5marks]
6. Explain four major supply components that any tourist area must possess. [4marks]
7. Highlight four factors contributing to growth of tourism in Kenya. [4marks]

SECTION B (40MARKS)

8. (a) Explain the objectives of the establishment of United Nations World tourism organization (UNWTO). [8marks]
(b) Discuss the role of the various tourism stakeholders in tourism development. [12marks]

9. (a) Discuss the various theories that explain typologies of tourism and what motivates them to travel. [12marks]
- (b) Explain the positive economic impact of tourism to the destination. [8marks]
10. (a) With the aid of a diagram discuss the interactive components in the tourism system model according to Leiper (1990). [10marks]
- (b) Discuss the emerging issues of tourism development. [10marks]
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