

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

RESIT/SPECIAL EXAMINATION

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM AND
HOTEL MANAGEMENT**

BTHM 141: THE BUSINESS OF TOURISM

STREAMS: BTHM Y1S2

TIME: 2 HOURS

DAY/DATE: TUESDAY 24/07/2018

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

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

SECTION A: 30 MARKS

1. Define the following terms
 - (a) Tourism business (1 mark)
 - (b) Tourist (1 mark)
 - (c) Tourism product (1 mark)
2. Highlight the levels of a tourism product. (3 marks)
3. Outline the factors of production in tourism. (4 marks)
4. Enumerate the methods of measuring tourism demand. (3 marks)
5. Briefly explain the factors that may limit tourism demand. (6 marks)
6. Outline five ways in which leakages arise in tourism. (5 marks)
7. Briefly describe the various factors that may cause an increase the supply of the tourism product. (6 marks)

SECTION B: 40 MARKS)

8. Describe the negative environment impacts of tourism businesses in a destination and how they can be managed. (20 marks)
 9. Explore the various visitor management strategies that can be adopted to match tourism demand and supply in the Maasai Mara Game Reserve. (20 marks)
 10. Discuss the challenges that face the tourism service providers in Kenya in the 21st century while suggesting possible solutions. (20 marks)
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