

CHUKA



UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF SCIENCE IN ECOTOURISM AND HOSPITALITY MANAGEMENT**

BTOM 254: TRAVEL GEOGRAPHY OF EAST AFRICA

STREAMS: BECO Y2S2

TIME: 2 HOURS

DAY/DATE: THURSDAY 26/07/2018

11.30 AM – 1.30 PM

INSTRUCTIONS:

1. ANSWER ALL QUESTIONS IN **SECTION A (30 MARKS)** AND ANY OTHER **TWO** IN **SECTION B (40 MARKS)**
2. DO NOT WRITE ON THE QUESTION PAPER

SECTION A: ANSWER ALL QUESTIONS IN THIS SECTION (30MKS)

1. Differentiate between tour circuit planning and tour planning giving examples (6 marks)
2. Describe the factors to consider when developing circuits in a destination (6 marks)
3. Explain how climate change affects the performance of tourism in East Africa (6 marks)
4. Highlight various factors applicable for attraction development planning in Kenya. (6 marks)
5. Explain the following terms:
 - a) International Date Line
 - b) Day Light Saving Time
 - c) Standard Time(6 marks)

SECTION B: ANSWER TWO QUESTION IN THIS SECTION (40 MARKS)

6. a) You have been employed by Rosen Tours and Travel Company limited in charge of the East Africa region and your first assignment is to make an Itinerary through the geographical area. Draft a simple itinerary for a tourists visiting the major tourist attractions in Kenya for 6 days. (12 marks)

b) Clearly indicating the significance of the understanding to tourism managers and policy makers, explain the following concepts of tourism geography: -

- i) Tourist generating region
- ii) Transit zone
- iii) Tourist destination region
- iv) The gravity model (8 marks)

7. a) Citing examples, explain the contribution of geographers to the field of tourism management. (10 marks)

b) Explain the importance of studying population travel geography to tourism managers and policy makers in Kenya. (10 Marks)

8. a) The Kenya Tourist Board (KTB) has approached you as tourism geography expert to make a Presentation to its newly employed management trainees on the relationship between tourism and other geographical phenomena. Prepare a presentation on why tourism managers and Policy makers need to understand the following phenomena:

- i) Physical geography
 - ii) Human geography
 - iii) Regional geography (20 Marks)
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