

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

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

**DTHM 0111: INTRODUCTION TO TOURISM**

**STREAMS: DTHM Y1S1**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 07/08/2018**

**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.

**SECTION A: COMPULSORY (30 MARKS)**

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

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

7. (a) Explain the objectives of the establishment of United Nations World Tourism Organization. (UNWTO) (8 marks)
- (b) Discuss the role of the various tourism stakeholders. (12 marks)

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