
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**FIRST YEAR EXAMINATION FOR THE AWARD OF BACHELOR DEGREE IN
ECOTOURISM AND TOURISM MANAGEMENT**

BTOM 111: INTRODUCTION TO TOURISM

STREAMS: BECO, BTOM, Y1 S1

TIME: 2 HOURS

DAY/DATE: MONDAY 14/12/2020

2.30 P.M -4.30 P.M.

INSTRUCTIONS TO CANDIDATES:

- Answer All questions in section A and choose two questions in section B
- Do not write anything on the question paper

SECTION A (30 MARKS)

1. Explain the typical difference between the sectorial and the system approaches of defining tourism. [6 Marks]
2. Describe the difference between motor coach travel and the grand tour that occurred during the renaissance period. [6 Marks]
3. Describe six main categories of tourism destinations. [6 Marks]
4. Highlight the relevance of ecotourism to alternative tourism development. [6 Marks]
5. Briefly explain the structure of hospitality industry. [6 Marks]

SECTION B (40 MARKS)

6. a. Discuss the stages of tourism development in a destination. [10 Marks]
b. Discuss the tourism production process based on Smith (1994) [10 Marks]
7. a. Explain the economic impacts of tourism in destination. [10 Marks]

- b. Explain the social-cultural impacts of tourism in a destination. [10 Marks]
8. Discuss the future demand and supply of outdoor recreational tourism in Kenyan urban areas. [20 Marks]
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