

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF EDUCATION ARTS

GEOG 324: GEOGRAPHY OF TRAVEL, RECREATION AND TOURISM

STREAMS: BED (ARTS) Y3S2

TIME: 2 HOURS

DAY/DATE: WEDNESDAY 15/04/2020

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS:

- Answer question ONE and any other THREE questions
- Illustrations, diagrams and examples should be used when necessary

- Examine FIVE factors that account for the spatial variations in recreations and travel activities [20 marks]
 - Explain FIVE reasons why people travel [10 marks]
 - Discuss global challenges facing the tourism sub sector [20 marks]
 - explain the FIVE “Ps” used in tourism industry [10 marks]
 - Describe FOUR functions of the Kenya tourism board in realization of Kenya as a destination. [10 marks]
 - Discuss how country government can promote and strengthen tourism and recreation [20 marks]
 - Explain FOUR factors dictating the existence of green spaces in towns [8 marks]
 - Discuss the significance of cultural days in promoting tourism locally [12 marks]
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