

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN TOURISM AND HOTEL
MANAGEMENT

DTHM 0111: INTRODUCTION TO TOURISM

STREAMS: DTHM (Y1S1)

TIME: 2 HOURS

DAY/DATE: MONDAY 14/04/2025

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- Answer all questions in section A and Two questions in section B
- Do not write anything on the question paper

SECTION A: 30 MARKS

1. Differentiate between inbound and outbound tourists. (4 marks)
2. Briefly explain **FIVE** major supply components that any tourism destination must possess (5 marks)
3. Briefly discuss **SIX** reasons why it is important to plan for tourism. (6 marks)
4. Outline the **EIGHT** tourism circuits in Kenya. (4 marks)
5. Briefly discuss **FIVE** forms of tourism in relation to the interest of the tourist. (5 marks)
6. Briefly explain **SIX** positive sociocultural impacts of tourism to a destination. (6 marks)

SECTION B: 40 MARKS

7. a) United nations United Nations World Tourism Organization (UNWTO) is an international organization that represent nation and official tourism interest. Discuss **SIX** objectives of the establishment of this organization (12 marks)
- b) With the aid of a diagram discuss the interactive components in the tourism system model according to Leiper (1990). (8 marks)

8 a) Explain **FOUR** roles of tour operators in tourism distribution chain. (8 marks)

b) Using a diagram explain the stages in tourism destination life cycle by Butler (1980).
(12 marks)

9 a) Discuss **SIX** stages in evolution of tourism (12 marks)

b) you are employed by Kenya Tourism Board as an intern, with your background in tourism you are tasked to identify the new trends in tourism industry. Discuss **FOUR** trends that have emerged in the Kenyan tourism industry. (8 marks)

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