

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF DOCTOR OF PHILOSOPHY IN
HOSPITALITY MANAGEMENT**

PTOM 954: ADVANCED DEMAND MODELLING IN TOURISM

STREAMS: PHD Y1S2

TIME: 3 HOURS

DAY/DATE: MONDAY 16/12/2024

11.30 A.M – 2.30 P.M.

INSTRUCTIONS:

- **Answer Any Three Questions.**
 - **Do not write anything on the question paper.**
1. Explore any **TWO** recent explanatory variables utilized to understand and interpret trends and changes in tourism and hotel demand. **(20 marks)**
 2. Examine **FIVE** current artificial intelligence methods used in tourism and hotel demand forecasting that have proven effective in achieving reliable results. **(20 marks)**
 3. Provide brief notes on the following factors that influence tourism and hotel demand:
 - a) Consumer behavior
 - b) Economy
 - c) Crisis and threats,
 - d) Demographic change
 - e) Technology**(20 marks)**
 4. Analyze, with relevant examples, **FOUR** methods and tools used to evaluate the impact of tourism on social and economic conditions at both global and local levels. **(20 marks)**
 5. Justify the importance of any **TWO** external factors recognized as significant contemporary influences on tourism consumer behavior. **(20 marks)**
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