

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT

BTOM 252: TOURISM TRANSPORT SYSTEMS

STREAMS: (BTOM Y2S1)

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

2.30 P.M. –4.30 P.M.

Instructions: Answer ALL Questions in Section A

Chose TWO Questions in Section B

Do not write anything on the question paper.

Section A: Compulsory 30 Marks

1. Identify the transport components linked to the following statements, then review their roles in Kenya's tourism:
 - i) Jomo Kenyatta International Airport and Mombasa Port are crucial for tourism transport. [5 marks]
 - ii) The relevance of Jomo Kenyatta International Airport is related to its connectivity. [5 marks]
 - iii) The popularity of a tourism destination influences tourism transportation. [5 marks]
2. Explain FIVE opportunities offered by Intelligent Transport Systems for Tourism, monitor supply and demand. [5 marks]
3. Qatar Airways won the global aviation award for its inflight entertainment services, time keeping, seamless transfer between air and rail transport, safety procedures and duration of flights. Explain the FIVE operational attributes of tourism transport systems as demonstrated by Qatar Airways. [5 marks]
4. State FIVE recommendations you would provide to ensure safety and security of tourism transport in Kenya. [5 marks]

Section B: Answer ANY 2 Questions 40 Marks

5. Review the following findings provided by the Kenya Bureau of Statistics, and explain using examples, focusing on both the contemporary and traditional view of transport integration: "Over 60% of Kenya's tourism occurs in the coastal region, with the main mode of transport being Road and Air transport, followed by rail and water transport from cruise tourism." [20marks]
 6. Kenya's tourism sector is supported by international tourism. Review **FOUR** key cross-border tourism transport issues, using examples in the region. [20 marks]
 7. Review the application of sustainable transport solutions for tourism transport in Kenya [20marks]
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