****

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF BUSINESS & ECONOMICS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF INTERNATIONAL TOURISM MANAGEMENT**

**3RD YEAR 2ND SEMESTER 2013/2014 ACADEMIC YEAR**

**MAIN CAMPUS**

**COURSE CODE: BTM 3324**

**COURSE TITLE: TOURISM BUSINESS EXTERNAL ENVIRONMENT**

**EXAM VENUE: LR8 STREAM : (BITM)**

**DATE:10/12/14 EXAM SESSION: 2.00 – 4.00PM**

**TIME: 2 HOURS**

**Instructions:**

1. **Answer Questions ONE (COMPULSORY) and ANY other 2 questions**
2. **Candidates are advised not to write on the question paper.**
3. **Candidates must hand in their answer booklets to the invigilator while in the examination room.**
4. a ). Explain the meaning of external environment in tourism. ***(2 marks)***

b). Ecology addresses the full scale of life from tiny bacteria to processes that span the entire planet. Explain the influence of tourism on ecology ***(8 marks)***

c). Explain the purpose of international labour laws. ***(10 marks)***

d). Discuss challenges of social media management in tourism. ***(10 marks)***

1. a). What is the meaning of international trade law? ***(2 marks)***

b). Using LECPESTID analysis, explain the factors that influence tourism external business environment. ***(18 marks)***

1. a). Explain the challenges that are facing international labour laws. ***(10 marks)***

b). What are the effects of demographic environment to tourism? ***(10 marks)***

1. YOUTUBE is a video- sharing website on which users can upload, share and view videos. Outline any TEN YouTube ideas and how they impact in tourism? ***(20 marks)***
2. a). Briefly explain the types of international trade laws. ***(6 marks)***

b). Briefly explain the functions of any two international tourism bodies. ***(6 marks)***

c). Write short notes on the following:-

* Bailment
* Negligence
* The legal environment
* Social media ***(8 marks)***